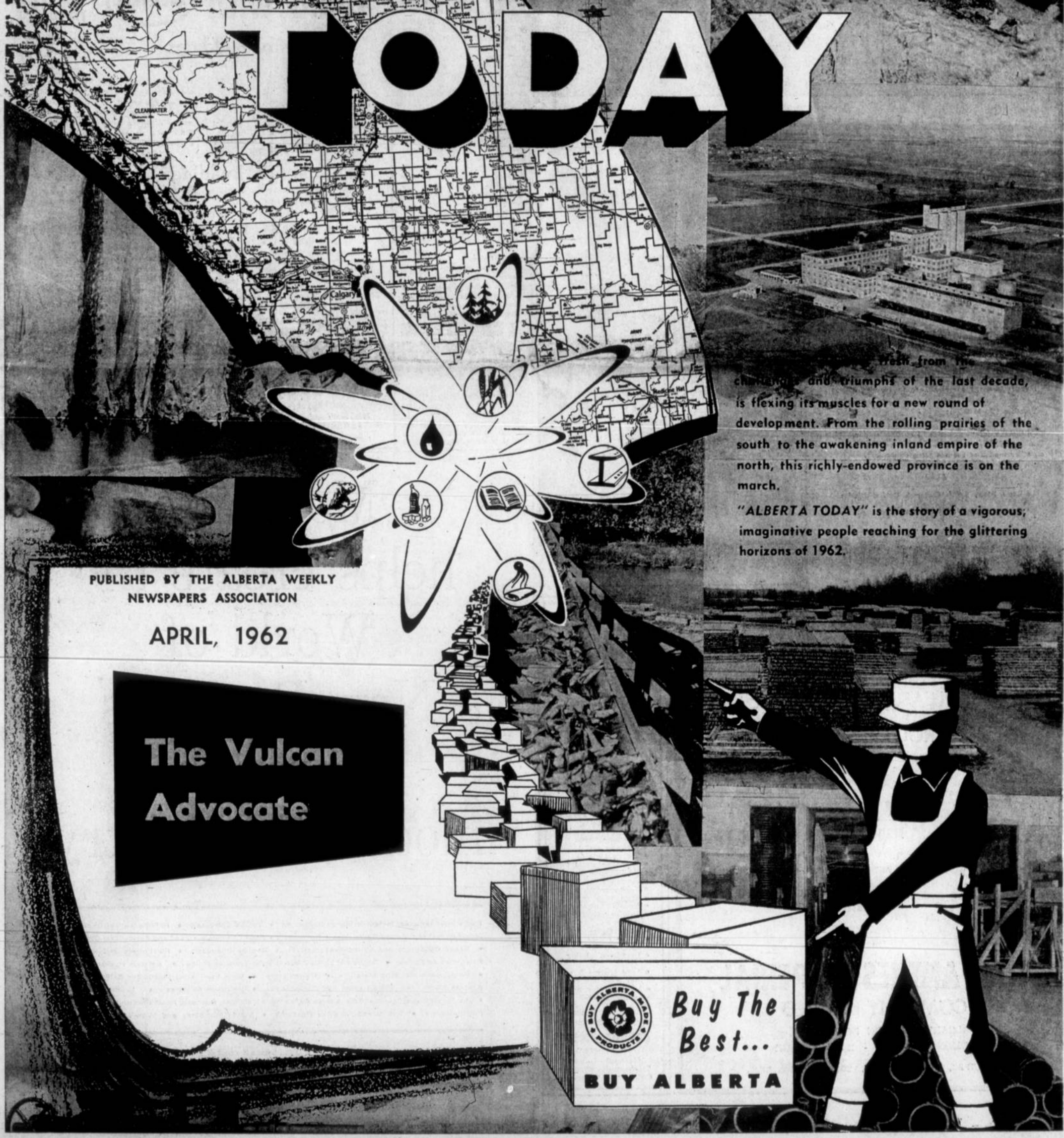
ALBERTA TODAY



PUBLISHED BY THE ALBERTA WEEKLY NEWSPAPERS ASSOCIATION

APRIL, 1962

The Vulcan Advocate

...fresh from the challenges and triumphs of the last decade, is flexing its muscles for a new round of development. From the rolling prairies of the south to the awakening inland empire of the north, this richly-endowed province is on the march.

"ALBERTA TODAY" is the story of a vigorous, imaginative people reaching for the glittering horizons of 1962.

BUY ALBERTA MADE PRODUCTS

Buy The Best...

BUY ALBERTA

Industrial Giant

In dynamic Alberta, smokestacks jut against the horizon stretching from the rolling plains in the south to the green forestlands of the north.

And yet a scant decade ago, the province was in short pants industrially.

Manufacturing's spectacular growth which has seen hundreds of plants sprinkled the length and breadth of the province is one of the most astonishing chapters in the saga of Canada's Cinderella province.

Here in a richly-endowed province that first boomed on the richness of its farm fields and then found spectacular growth in oil and natural gas, industry, almost overnight, has blossomed into one of the stoutest underpinnings for its diversified economy.

In Alberta, thousands of different articles pour from factory production lines, long and short — and the list grows weekly.

Cold stark figures tell part of the story — in 1961, manufactured products in Alberta were valued at a billion dollars; investment in provincial industry in the same year soared to $132,000,000.

And the industrial prospects for the future are even brighter.

This year, for example, half a dozen major industrial projects have already been announced. These include a $38,000,000 newsprint mill at Whitecourt, a $7,000,000 pipe mill at Camrose and other multi-million dollar projects.

Farther off on the horizon are a possible $100,000,000 steel industry in the Peace River district of northern Alberta and a $60,000,000 "heavy water" complex in the south.

Hon A.R. Patrick, Alberta Minister of Industries and Development, puts it this way, "Our volume and range of manufactured products continue their year to year rise."

While the huge industrial projects steal the headlines, a quiet revolution has been underway on every segment of the province's industrial front.

Says Mr. Patrick: "As the province has increased in wealth and in people, an ever widening range of service industries becomes necessary and is demanded. These are the industries which increase the amenities and enjoyment of the society in which we live."

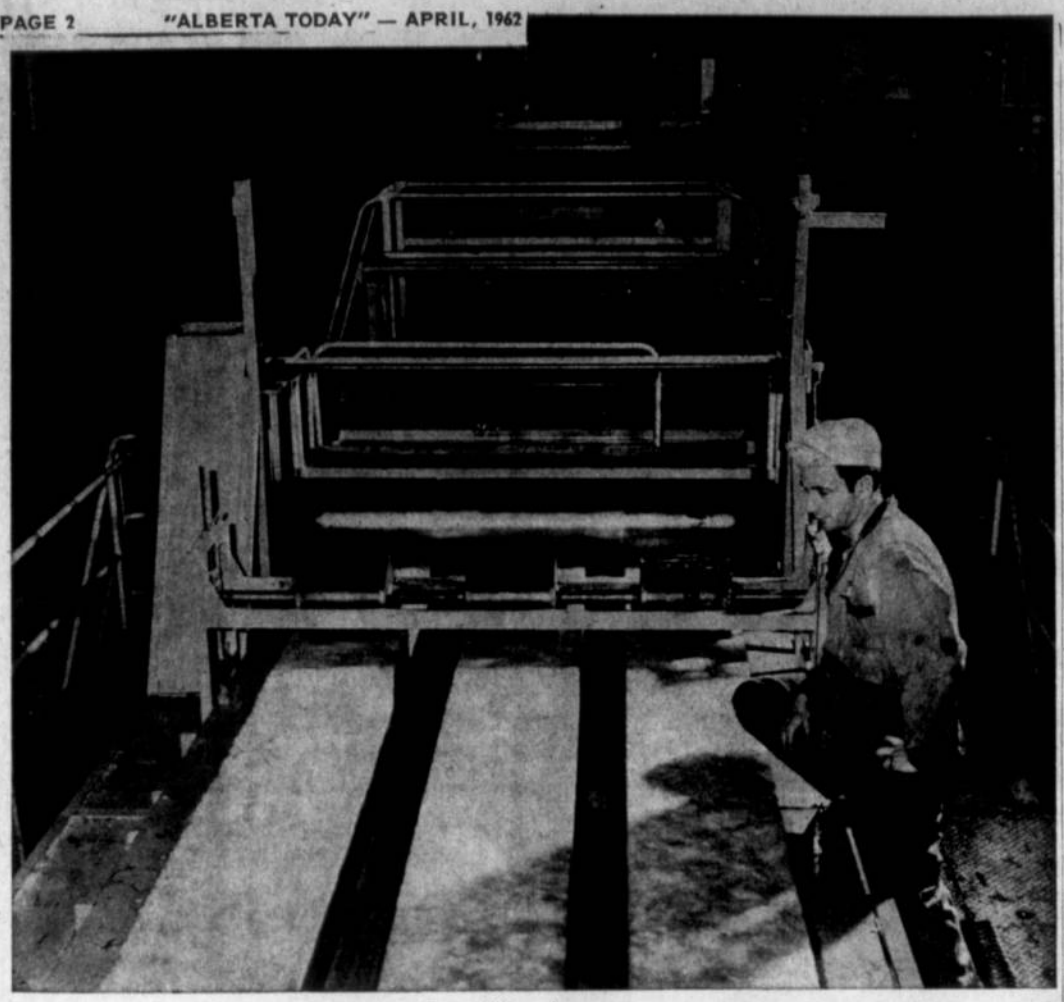
What factors have propelled Alberta's climb to industrial gianthood?

Arthur Shortell of Lloydminster, who headed up the Alberta Chamber of Commerce last year, sees them this way:

"The variety of raw materials, the distribution advantages of a central western location and a greatly expanded local market are the factors contributing to the phenomenal growth of manufacturing in Alberta," he says.

He adds, "Large and small communities are sharing in this development and all segments of the province are growing at a relative pace."

Looking into the future, Mr. Shortell said, "The signs of today and long range forecasts indicate that the growth pattern of the future should far exceed the past developments; as each succeeding year exceeds the previous year."



From fibre glass . . .



. . . to potato chips

Expansion of existing industry and establishment of new plants in Alberta this year is expected to represent a total investment of $132,000,000.

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Acknowledgements

Member-newspapers of the Alberta Weekly Newspapers Association, which undertook this "Alberta Today" edition, wish to acknowledge the help and co-operation of the Alberta Florists Association and the Photographic Branch of the Government of Alberta.

The Florists' Association, spearheaded by Walter Ramsay Flowers, of Edmonton, and Ted Brookes' Florists, of Calgary, made it possible to despatch live Alberta-grown roses to more than three hundred Alberta business and industrial leaders as a novel introduction to the "Alberta Today" edition.

The pictures appearing in this edition were supplied by the Photographic Branch of the provincial government.

To these organizations, individuals and all others who assisted in the preparation of this edition, the publishers express their thanks.

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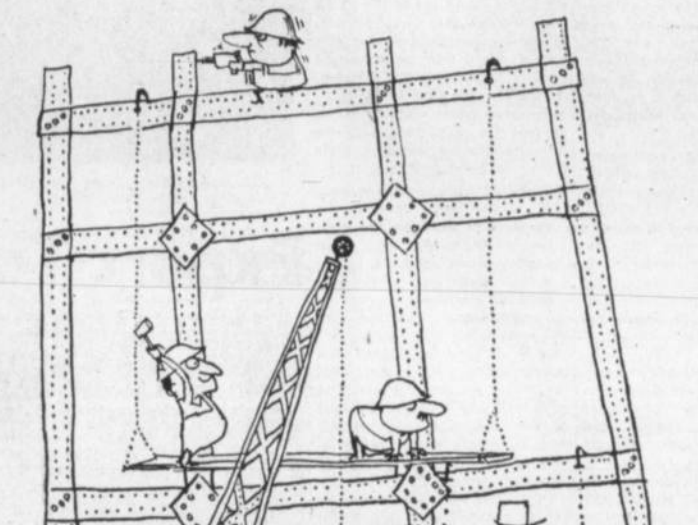
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★ Provide future jobs for your own, or your neighbour's children.

★ Increase the volume of local business and enable business to contribute more to municipal taxes.

★ Make possible the growth and development of allied industries.

★ Diversify the business and industrial potential of the Province.

What may seem to be a cheaper price on imported goods may actually cost you more in increased tax burden; loss of customers' buying power for your own goods or services. If the article meets your specifications and requirements—look for the MADE IN ALBERTA label. What ALBERTA MAKES—MAKES ALBERTA!

BUY ALBERTA MADE PRODUCTS

"Buy Alberta" Drive Keeps Dollars Home

The "Buy Alberta" program is now in its fourth year in the province. In June of 1958 a group of responsible citizens met and formed a committee to promote a campaign that would point up the benefits of buying "Made in Alberta" products to "economy-conscious" residents.

Drawn from all walks of life, these astute observers realized the importance, to the stability of local economy, of buying an increasing amount of locally produced goods and services. It was their objective to encourage greater manufacturing in the province and to persuade people to buy these manufactured articles.

Scanning the statistics, the committee members saw that Albertans imported nearly a third of a billion dollars worth of goods grown or manufactured in foreign countries. A vastly greater amount was imported from other Canadian Provinces. The total imported and sold through retail outlets was over 1⅓ billions of dollars.

Many of the items imported could not be grown, or manufactured or a practical basis, within the Province. On the other hand, a large proportion of this expenditure could have been retained in our locality through the purchase of Alberta made goods. It was found that the richest province in petroleum was, indeed, importing gasoline.

Air conditioning equipment, furnaces, valves, work clothes, asphalt, roofing paper and nails, among scores of other things, were being imported in spite of the fact that Alberta manufacturers of these items were endeavoring to find a market for their products. Thus, millions that could directly benefit Albertans were being sent out of the province.

While it is recognized that some imports are necessary, the more times an Albertan's dollar is spent within Alberta, the more direct and indirect benefit he will derive from it.

Alberta's population has increased greatly in recent years. It is true that expanding industry in the province has absorbed a good percentage of that increase, but there is a darker side to the picture. In the years following World War II, countries that were re-building after devastating losses, could consume most of our manufactured products as well as our agricultural produce.

Now 17 years later, a levelling-off period has set in and it is becoming more difficult to dispose of our surpluses. Added to this is the advent of the "War Babies" into the working force. Employment must be found for them and, if we are to keep our children with us, it must be found at home.

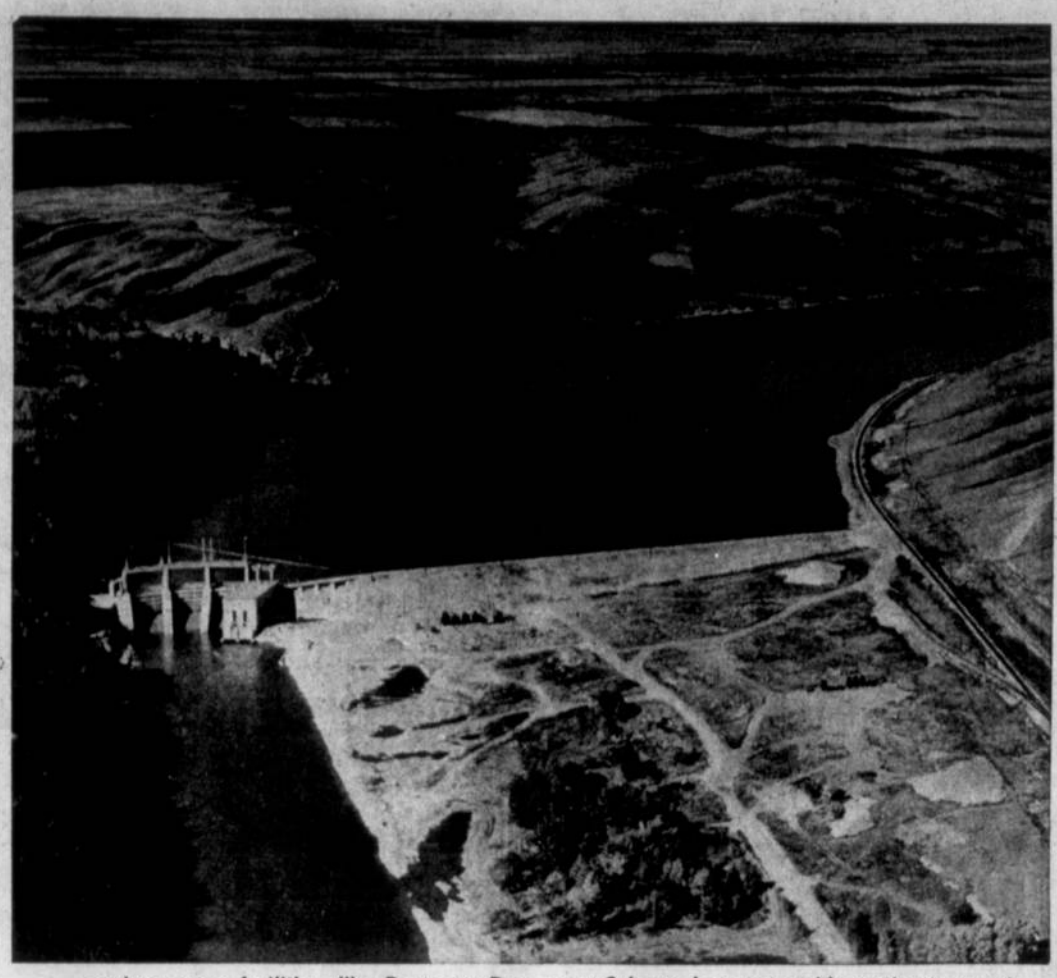
This must be done by establishing and supporting local industries, manufacturing and services. People engaged in these pursuits receive salaries which they, in turn, pour back into local business through retail and wholesale outlets, providing additional employment and purchasing power. The more times this circuit is completed, the more benefit can be derived from the original dollar.

If, in the first place, that dollar was shipped out of the country, these benefits would be lost. When it is considered that one out of every four dollars paid goes into the workers' salaries, it will be seen that every four, average-spending families can provide the livelihood for one more family by spending their money on local products.

The increase in spending power means more revenue for the farmer through the consumption of cattle, hogs, sheep poultry, dairy products, cereal grains, wheat and other agricultural produce.

Another concept that the committee is establishing is the fact that a cheaper price tag on a foreign-made article does not mean that it costs you less. The price you pay includes the cost of raw materials and labour paid elsewhere plus transportation costs and municipal taxes paid elsewhere.

Only local wholesalers and retailers realize a small profit from the handling of these goods. You are supporting several people, outside the province when you could be supporting Alberta workers and, indirectly, yourself. You are depriving the government of a source of revenue and increasing your share of the taxes used for supporting the unemployed.



. . . modern power facilities, like Bearspaw Dam, near Calgary, keep pace with province's growth

Export To Spur Industry

With governmental assurance of gas export, the natural gas industry has taken a definite upward surge. In its wake it carries a number of associated industries.

Already hundreds of millions of dollars is being spent on pipelines throughout the province and additional millions will be spent on gathering systems and on gas processing equipment and plants.

Alberta Conservation Board estimates our gas reserves to be in the neighbourhood of some 32.2 trillion cubic feet. Of this about 17 trillion cubic feet is marked for export, over a period of 25 years. This will leave about 15 trillion feet of gas. With estimated local consumption of about 8½ trillion cubic feet there will still be about 6½ trillion cubic feet of natural gas in reserve.

In addition to this, gas reserves will be added to at an estimated rate of about 2 to 2½ trillion cubic feet per year. If this trend continues, there will be some 14 trillion cubic feet of reserves at the end of 1965. This figure, for safety's 'sake, is of a very conservative nature.

Natural gas sales are approximately one billion cubic feet. By 1962 this figure will have doubled. Natural gas liquids production will be tripled to about 5,000 barrels daily and sulpher production, as a by-product of natural gas processing will reach 3,000 tons per day.

It has been estimated that over $100 million is being spent on extending gathering systems and an additional $90 million on processing plants. Drilling activities are quickening as the export market opens.

On the heels of the increased gas production comes the question of marketing and possible export of increased gas products, including condensate butane, propane and others.

Because of the demand for these products, which yield higher percentages of gasoline and are easier to handle, it has been estimated that production of natural gas liquids will reach 75,000 barrels per day with some 4000 tons of sulpher daily. Other authorities are even more optimistic and set the figure far higher.

Present market requirements see some 650 million cubic feet of natural gas, daily, being exported to California and the northwestern States alone.

This outlet for natural gas and natural gas liquids will spur the entire petroleum industry in Alberta to new records. The development of allied industries through the use of petroleum and natural gas by-products is almost too vast to comprehend. Many new industries are awaiting the day when they can come and locate in this resource-rich province.

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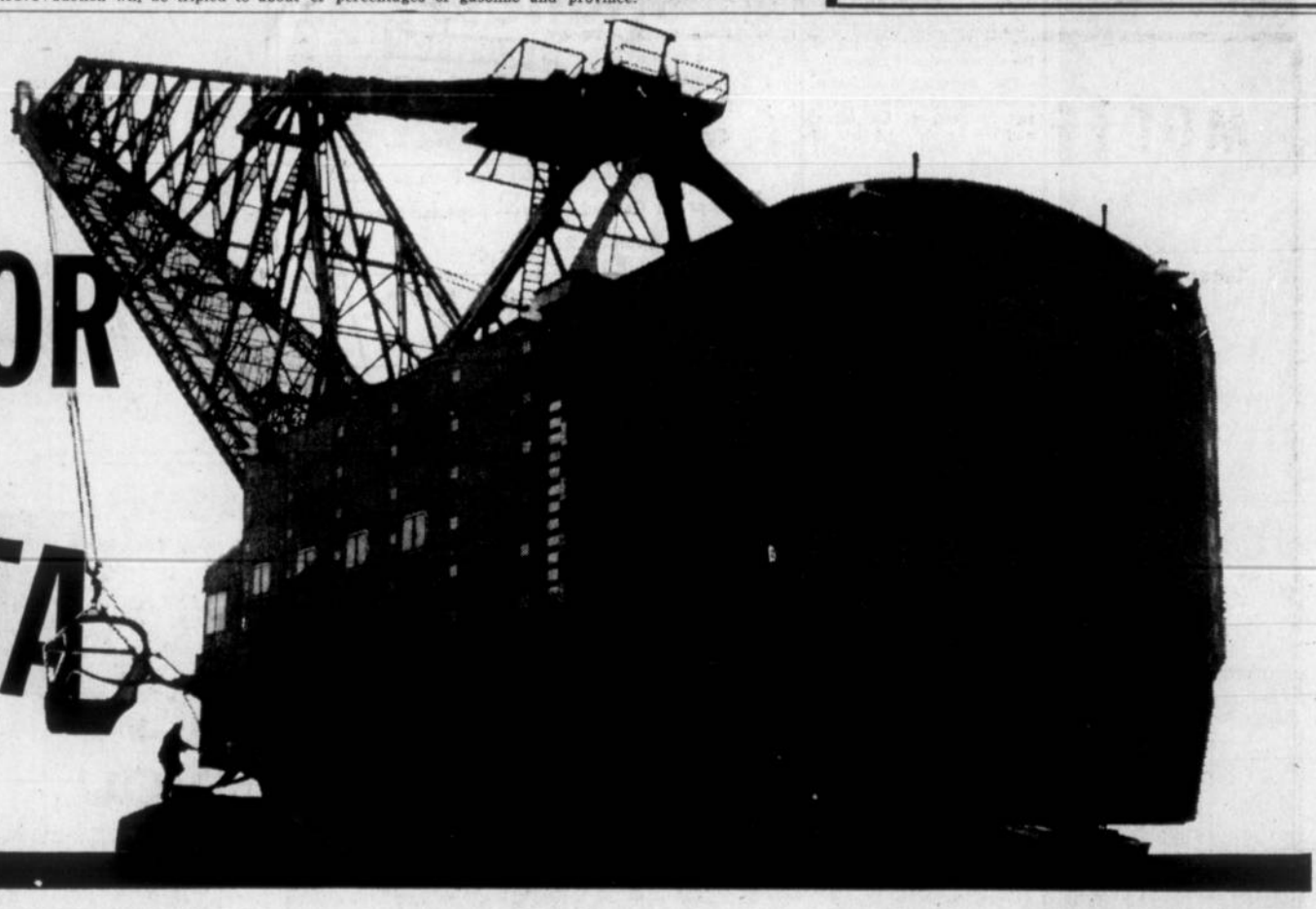
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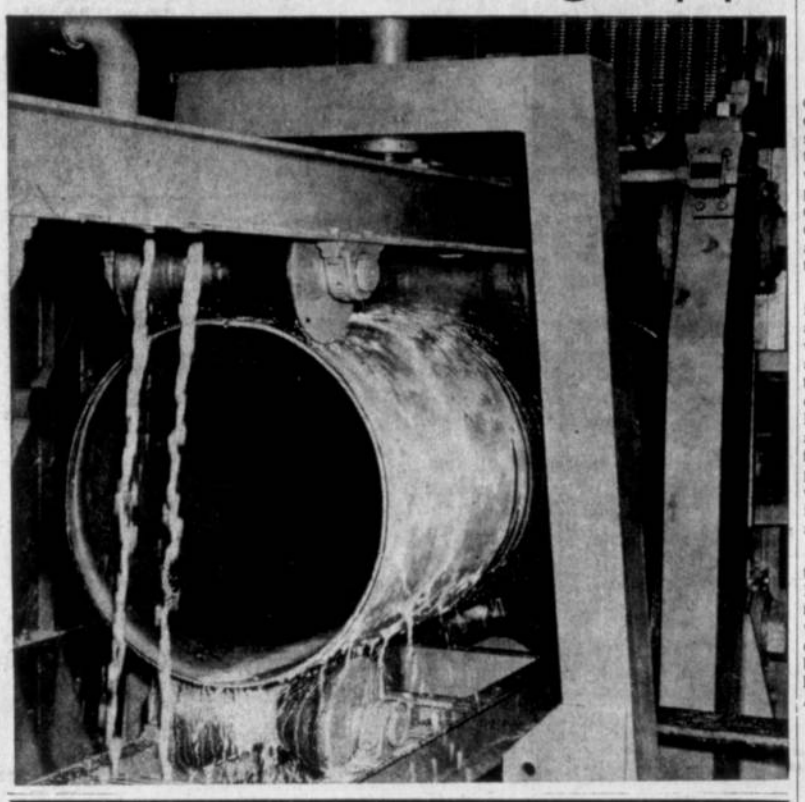
This in any language is a lot of coal—and it is the amount Calgary Power's Wabamun plant will be using annually by 1967. By the fall of this year, coal will be used to produce electricity at Wabamun, giving a tremendous boost to one of Alberta's basic natural resources. In five years, the consumption of coal at Wabamun will equal the present total coal production in the Province! It's one more example of how private enterprise is playing a major role in the future development of Alberta's economy. Sound business management and skilled engineering ensures that electricity is produced for you here in Alberta at low cost.

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New Iron Industry Rises

In Alberta, the oil and natural gas portion of mining has been of major importance. The annual production figures for the mining industry come to approximately $400 million and of that, the petroleum section accounts for the greatest part.

Now, however, a new phase of mining is developing in the Province and present indications for its growth are indeed encouraging.

An exciting feature of this is the discovery of iron ore in the Peace River section of Alberta. Engineers from the Alberta Research Council have surveyed the find and estimate its limits as being about 13 miles long by 3 miles wide with an average depth of some ten feet. This would provide about one and one half million tons of iron ore for the new industry.

Already about 71 carloads of the ore have been sent to Birmingham, Alabama, for testing and the results have caused a good deal of optimism in the region. A new Edmonton company has said it hopes to build a $100,000,000 smelter in the north.

The development of such an ore body, to be practical, includes at least two major considerations. First, the fact that there would be enough ore to warrant the provision of the expensive machinery that is required for the smelting of the ore; and secondly, the availability of a ready market for the product.

Already there are a number of iron and steel fabricating plants at hand, but their demands would not be sufficient to keep a large plant in continous operation. With a local supply, they could, of course, expand their lines of products and their overall activities, but it would still fall short of the required output from the ore body. Japan with its expanding manufacturing, offers the brightest hope for an immediate outlet.

Another encouraging facet in the mining picture is the Pine Point Railway project, which is now underway. The rail line would facilitate the development of the many rich mining possibilities in the north, a possibility which would directly affect Alberta industry and prosperity.

Large known deposits of zinc, nickel and other minerals will be made accessible to the mining industry, where, heretofore, transportation difficulties have precluded any thought of immediate development.

An important factor in the growth of an iron industry within the boundaries of the province, is the tremendous resources of coal that are at present looking for greater markets. The development of blast furnace operations here would consume a good quantity of Alberta coal and brighten the coal miner's future considerably.

Many other minerals necessary to the production of high grade steel are found right here and their immediate availability gives added impetus to the growth of smelting and refining in Alberta.



. . . exciting prospects in Hines Creek iron ore

Edition Published By Weeklies

"Alberta Today," a review of this province's economic growth and prospects for the future, is a project which has been undertaken by the member-newspapers of the Alberta Weekly Newspapers Association.

It marks the first time that an edition of this scope has been published by any provincial association of weekly newspapers in Canada.

With a circulation of nearly 100,000, "Alberta Today" is being distributed with the regular editions of weekly newspapers in centres throughout the province.

The project was undertaken by the weekly newspapers to point up Alberta's dramatic progress on all economic fronts and the advantage to Albertans of buying products made in their own province.

"Alberta Today" was published in co-operation with the "Buy Alberta Committee" of the provincial government.

PIPE INDUSTRY GROWS

The manufacture of polythene pipe has assumed major proportions for the people of Alberta because of its ease of handling, its versatility, its durability and its economy. Oil well drilling companies use it to bring water from distant sources for their operations. Municipalities install cold-water distribution and drainage systems with it in half the conventional time and at a fraction of the conventional cost.

Why It's Good Business To Buy Alberta Goods

Canada spends approximately $5 billion annually on imports. This sum supports 675,000 full-time foreign workers. This money would virtually eliminate unemployment in Canada. However, it is not possible nor practical, to stop all imports.

Monies spent for any purpose should be spent on locally made goods as many times as possible before being "exported." Spent locally it supports local industries and creates jobs.

There are more people employed in Alberta than there were a year ago, but there are more unemployed. The increase in population has caused this imbalance. Agriculture cannot absorb this increase because our agricultural surplus is already too great. The answer is to provide the manufacture of more goods in the province and to have those goods sold locally.

The price tag on an article is not necessarily the true price. The other symbol, indicating local manufacture, can mean a greater saving to you, your family, your neighbours and the country as a whole.

You insure a safe living standard for yourself and your children, a balanced economy for your community and a place of prominence in the society of nations for Canada. Charity begins at home, and so does intelligent buying. Buy Alberta.

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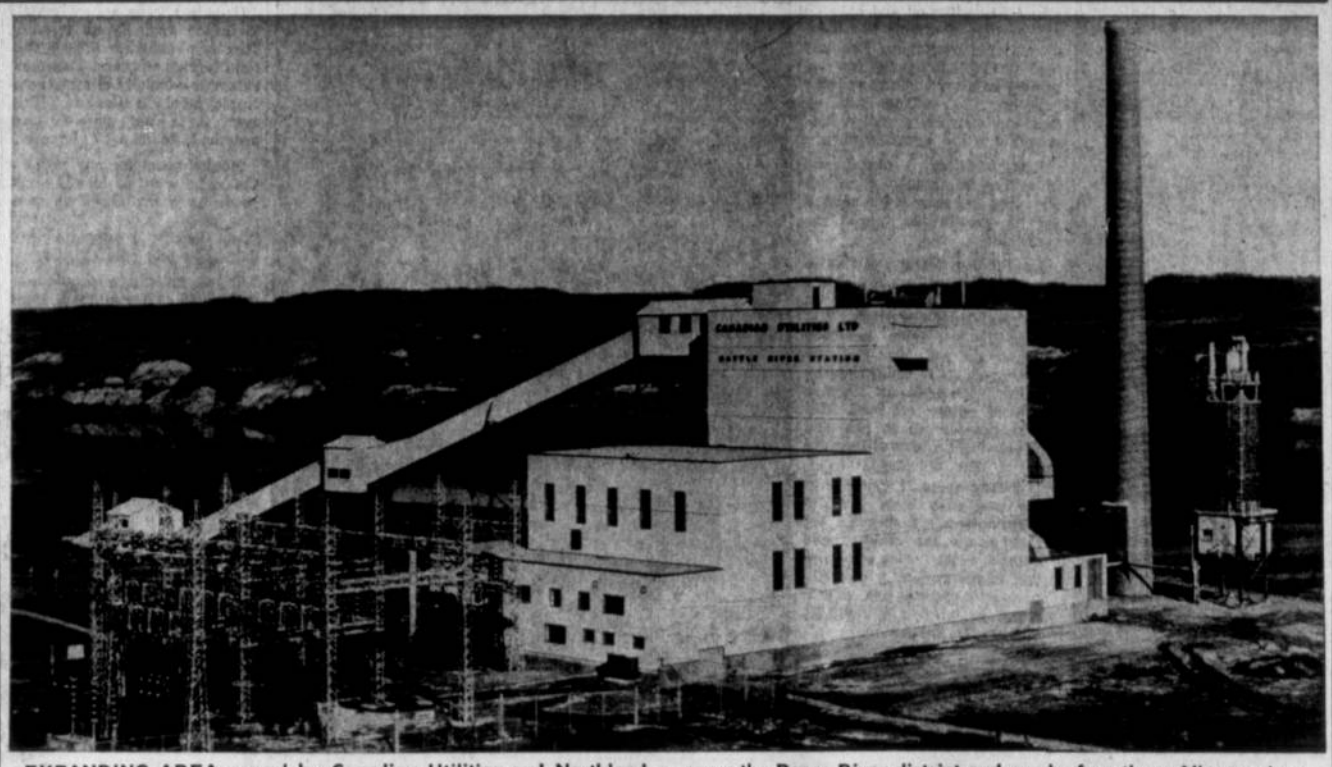
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Canadian, Northland Utilities Serve Vast District

By J. C. Dale
President, Canadian Utilities Limited and Northland Utilities Limited.



EXPANDING AREA served by Canadian Utilities and Northland Utilities demands big new power generating facilities, like the one pictured ABOVE. Besides areas in central Alberta, the companies serve the Peace River district and much of northern Alberta where exciting new development is taking place.

If rate of electric power growth is to be used as a yardstick in measuring business conditions then Alberta has had another year of steady expansion. This has been reflected within most communities in east-central and northern Alberta, served by Canadian Utilities Limited and its affiliate, Northland Utilities Limited.

Rate of growth for Canadan Utilities during 1961 will average about 9½ per cent, maintaining a pattern established in 1960. Northland will also have an increase similar to that of Canadian Utilities. Economic diversification is largely responsible for the steady growth of the two companies.

However, C.U.L's greatest per centage increase was recorded in the commercial load, particularly in larger population centres. This is attributable to natural population expansion and improved agricultural conditions adjoining these centres. Domestic power consumption ranked next in percentage rise per capita, both in rural and urban communities. Also, new communities opened up last year, have since developed rapidly, creating added market for power.

The balance of growth increase occurred in the industrial sector. A favorable recovery in the lumber and oil industry in northwestern Alberta as well as a resurgence of oil activity in the east-central part of the province were significant factors.

Geared for Future

Expansion of Canadian Utilities' facilities has been geared to meet future demands for power. By 1964, almost all major power plants in the company's system will have been doubled in capacity. Two of these have received additional generating units in the past year.

Early in 1961 an 8,500 kilowatt gas turbine was added to the Sturgeon plant in northwestern Alberta. Later in the same year, a new 30,000 k.w. gas turbine was installed at Vermilion plant. In east-central Alberta, plans are underway to add another unit at Battle River.

Almost half of C.U.L.'s 1961 budget of $3½ million went toward completion of the Vermilion addition. The balance went for improvements and additions to existing facilities. Another $250,000 was spent on extensions to bring 1,300 new customers on company lines. Significant expenditures were also made for street light conversions, bringing modern mercury vapor lighting to urban communities.

Power For The Yukon

Service is also being extended by Canadian Utilities' subsidiaries in the Yukon Territories and Alberta. The Yukon Electrical and Hydro Companies spent the major portion of their 1961 capital budget to bring electrical service to new areas. The Alberta subsidiary, the McMurray Light and Power Company, rebuilt its power plant last year and has added more generating equipment in 1961 to keep pace with growth in that area.

Serve 47,800 Customers

By the end of 1961, Canadian Utilities and its subsidiaries were serving 47,800 customers, an increase of 1,700 from the previous year. About 600 farms received power in 1961, under Alberta's Rural Electrification program, bringing the number of farms served by C.U.L to 14,000.

The company serves an area encompassing 36,000 sq. miles, and owns 4,150 miles of lines. It operates 13 generating plants with a total capacity of 118,925 kilowatts.

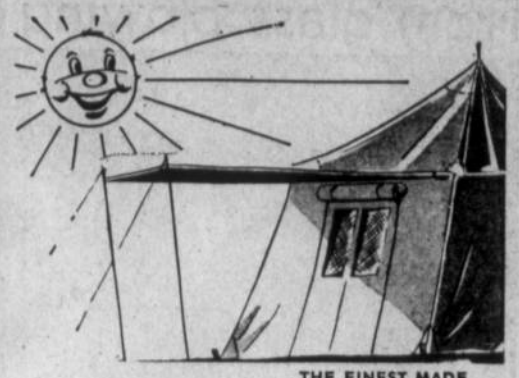
Northland's Program

By the end of 1961 Northland Utilities was providing electric service to 10,575 customers in 37 communities and gas service to 8,653 customers in 17 communities, located mainly in Northern Alberta. Half of Northland's $1 million capital budget for 1961 went for improvements to electric transmission facilities in the Peace River area. Power plant capacities were increased at Athabasca, Lac La Biche and Jasper.

Electric facilities were also extended to serve 14 government microwave installations between Grimshaw and Hay River on the Mackenzie Highway. Generating facilities along the route to Hay River in the Northwest Territories are sufficient to look after residential, farm and commercial activity developing in the immediate area.

With the federal government's decision to proceed with the Pine Point railway extension, it is expected that these and other communities will develop more rapidly. Hay River, loc-

(Continued on Page 8)



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Working Camp TENTS
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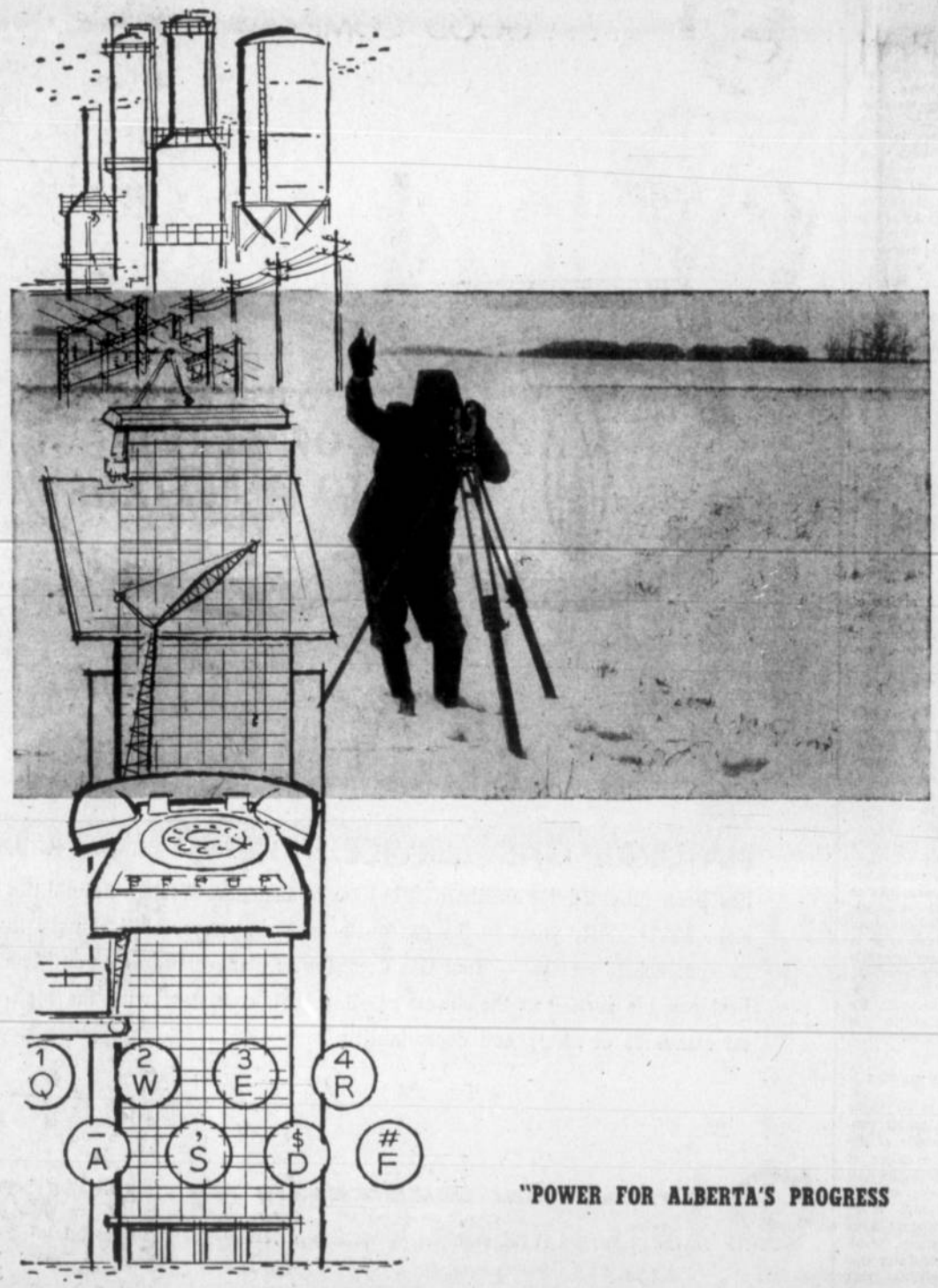
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A LOOK TODAY AT TOMORROW'S PROGRESS

Alberta's use of electricity increased five fold between 1947 and 1960. These were the greatest years in the history of Alberta's development; and a significant illustration of the importance of electricity to our way of life.

As the pace of progress increases, so will the demand for electricity. With this in mind, Canadian Utilities is planning and building now for a great tomorrow. Canadian Utilities will continue to supply low-cost electric power to help you live and work better, electrically.

"POWER FOR ALBERTA'S PROGRESS

Canadian Utilities, LIMITED



. . . a web of railway steel laces together all parts of the province



. . . air-minded Alberta stands astride main national and trans-Polar routes

CANADIAN COACHWAYS

Servicing Canada's Great Northwest



WITH A TRANSPORTATION SERVICE SECOND TO NONE

- Providing passenger, mail, express and charter service daily with "On Time" efficiency and reliability.
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- A staff of 120 trained personnel and ten efficient depots throughout Alberta.
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MEMO

To – Important People....
Re – Names Worth Noting....



ROBERTS



SHORE



BIAMONTE



HOLIDAY



LONDON

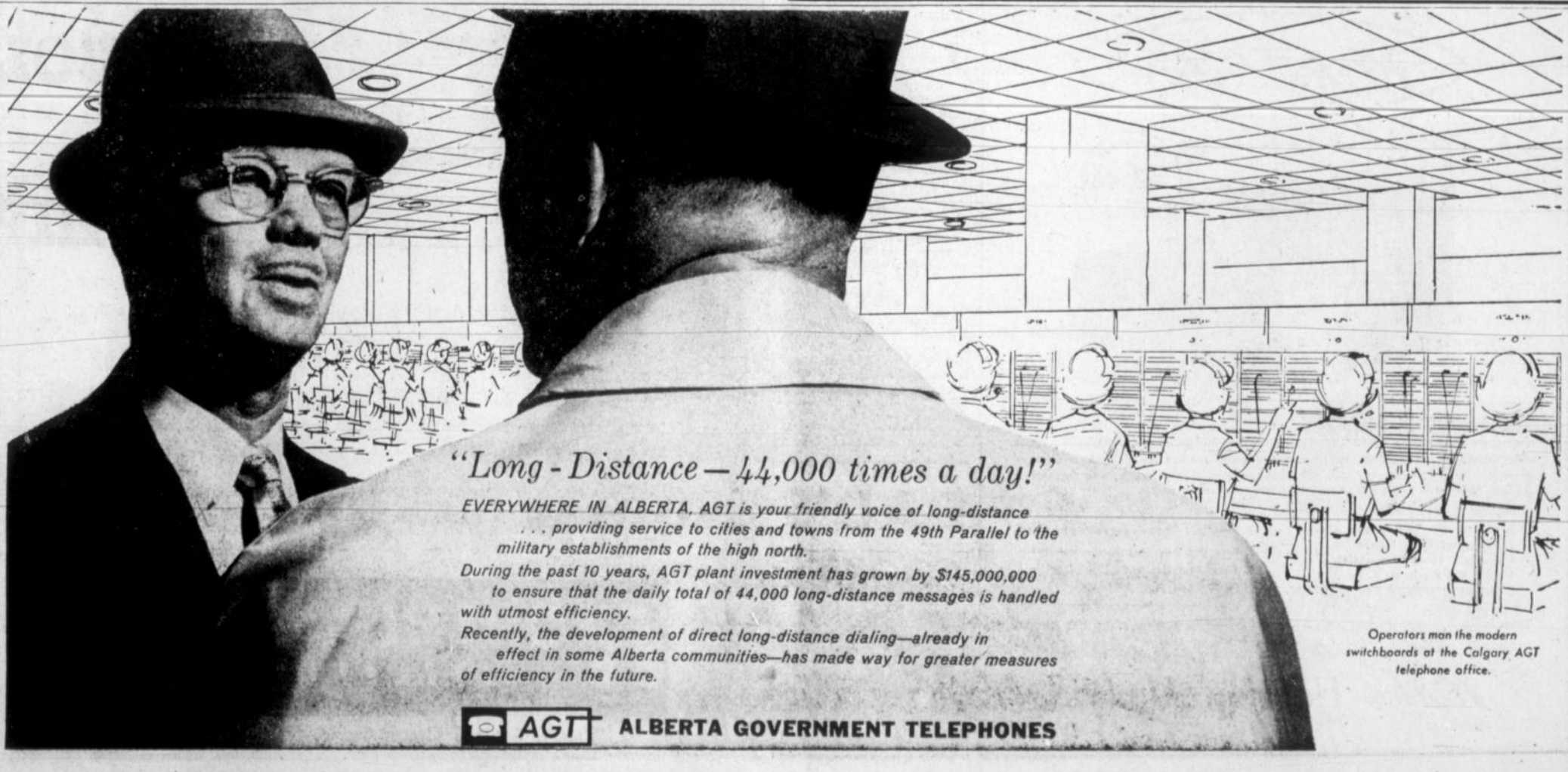
- **SHORE:** 'Irv' to his Friends - Long time resident of the CFRN-RADIO WIGWAM. Known for good music, facts and fun. Join him - 5:30 a.m. to 9:00 a.m. - Monday to Friday.
- **ROBERTS:** Ladies choose to call him 'Jim' - and they call him often on 'Party Line' and 'Beefs and Bouquets'. Listen in - 9:05 a.m. to 12:30 Noon - Monday to Friday.
- **BIAMONTE:** - or Tony, the Italiano Cowboy. Famous for the Country and Western entertainment featured at his popular 'Rancho Italiano' - 1:00 p.m. to 4:00 p.m. - Monday to Friday.
- **HOLIDAY:** Carefree, casual Bob - provides light, easy listening that makes everyday a holiday. Join him Monday to Friday at 4:00 p.m.
- **LONDON:** The Good Music Man. Highly regarded for filling the the evening hours with Music for Listeners. Hear Radio's most relaxing program - 8:30 - 10:00 p.m. - Sunday to Friday.

P.S. Names and News of note for the farmer are featured in special programs each day Monday to Friday at 12:45 noon.

. . . . GOOD COMPANY, while you work, drive, or just relax.

CFRN RADIO

50,000 WATTS
DAY AND NIGHT
DIAL 1260
EDMONTON



"Long - Distance — 44,000 times a day!"

EVERYWHERE IN ALBERTA, AGT is your friendly voice of long-distance . . . providing service to cities and towns from the 49th Parallel to the military establishments of the high north.

During the past 10 years, AGT plant investment has grown by $145,000,000 to ensure that the daily total of 44,000 long-distance messages is handled with utmost efficiency.

Recently, the development of direct long-distance dialing—already in effect in some Alberta communities—has made way for greater measures of efficiency in the future.

AGT ALBERTA GOVERNMENT TELEPHONES

Operators man the modern switchboards at the Calgary AGT telephone office.



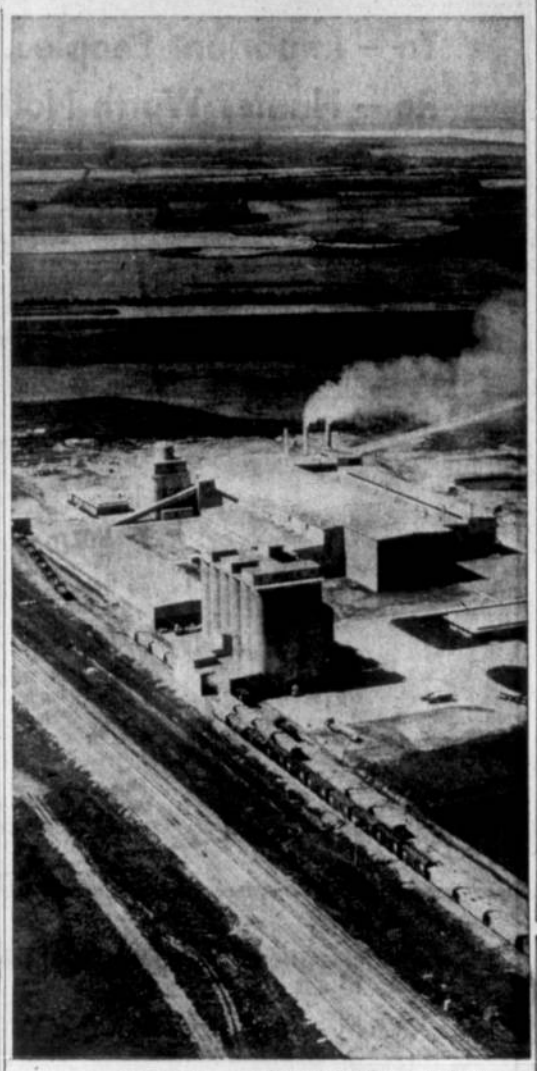
. . . tires spill from this Alberta plant established by a major manufacturer



. . . chemical industry has mushroomed in the last decade

Changing Skyline

Across the broad face of Alberta, a forest of steel is being etched against the skyline as new manufacturing plants, producing hundreds of different products, sprout from the flat fields. In a scant ten years, the province has zoomed from a basically agricultural economy to young gianthood among Canada's industrial provinces.



. . . cement plants—a well-rooted Alberta industry

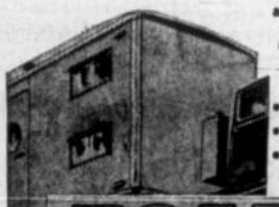
ON THE ROAD . . .
AT THE WORK-SITE . . .
AT THE CAMP-SITE . . .



The TRAILER

That's TOPS!

The Trailer built in the West, for Western roads and Western Weather.



CANADA'S STURDIEST TRAILER CAMPS

- Mobile Equipment
- Mobile Homes
- Mobile Bunkhouses

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WE ALBERTANS ARE PROUD OF OUR PROVINCE

And well we should be, The history of our province is one of continued advancement. Tremendous progress is made possible, now as in the past, by Albertans working together toward the future prosperity and happiness of this land and it's people. We can all do our share by simply looking for and buying Alberta Made Products.

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THE KING EDWARD

Conveniently located in the downtown and business area. Television and Radio in most rooms. Moderate rates.

Now Featuring, Convenient, Free overnight parking.

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SAVINGS - CLEAN EFFICIENCY - GUARANTEED INSTALLATION

You are sure of all this and more, from a Kirk's designed and manufactured AUTOMATIC HEATING UNIT. Designed and Built in Alberta to meet the demand of heating requirements for Western Homes.

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THE SAVING IS AMAZING!

With the Kirk's Deluxe Stoker Unit you can save up to $170 a year and more on fuel costs depending on location and type of fuel used. Modern design makes this unit the most efficient you've ever seen. Completely clean and trouble free. And guaranteed by Kirk's. Natural gas, propane and oil models available, too.

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2. Pre-wired Control Panel.
3. Electric Clock Thermostat.
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8. Automatic Humidifier.
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10. 20% Reserve Heating Capacity.

Trade-in your present oil, propane, coal or natural gas furnace for a new 1962 KIRK'S
For full particulars, write or call

Kirk's Heating Limited

PHONE 74 THREE HILLS, ALBERTA

Crude oil production in Western Canada last year exceeded even the levels reached during the Suez crisis of 1956-57.

UTILITIES . . .

(Continued from Page 6)

ated on the only natural harbor on the Great Slave Lake, is also expected to benefit measureably from this project.

The anticipated development of iron ore deposits in the Worsley area in northwestern Alberta, is noted with great interest. We are hopeful that if this development materializes, it will have the effect of diversifying and improving the local economy, thereby stimulating markets for electric power

Balance of Northland's 1961 capital budget went for extensions to natural gas services. A 15-mile company-owned transmission line has been extended into the communities of Falher and Girouxville, adding 150 customers to the system.

The Future

Our prevailing economic climate is perhaps the most important single factor responsible for Alberta's expanding economy. Accordingly, I look forward optimistically to the future.

Looking further ahead, more emphasis must be given to diversification, with an eye to the export markets. While important strides are being made in developing our primary industries, secondary industry has not kept pace. For it is this area of our economy that offers vast sources of employment. Measures should therefore be taken to encourage manufacturing industry, through tax incentives and other means, to enable them to compete more effectively in the export market.

DAD'S COOKIES



Made In Alberta Since 1934



SYMBOL OF PARTNERSHIP

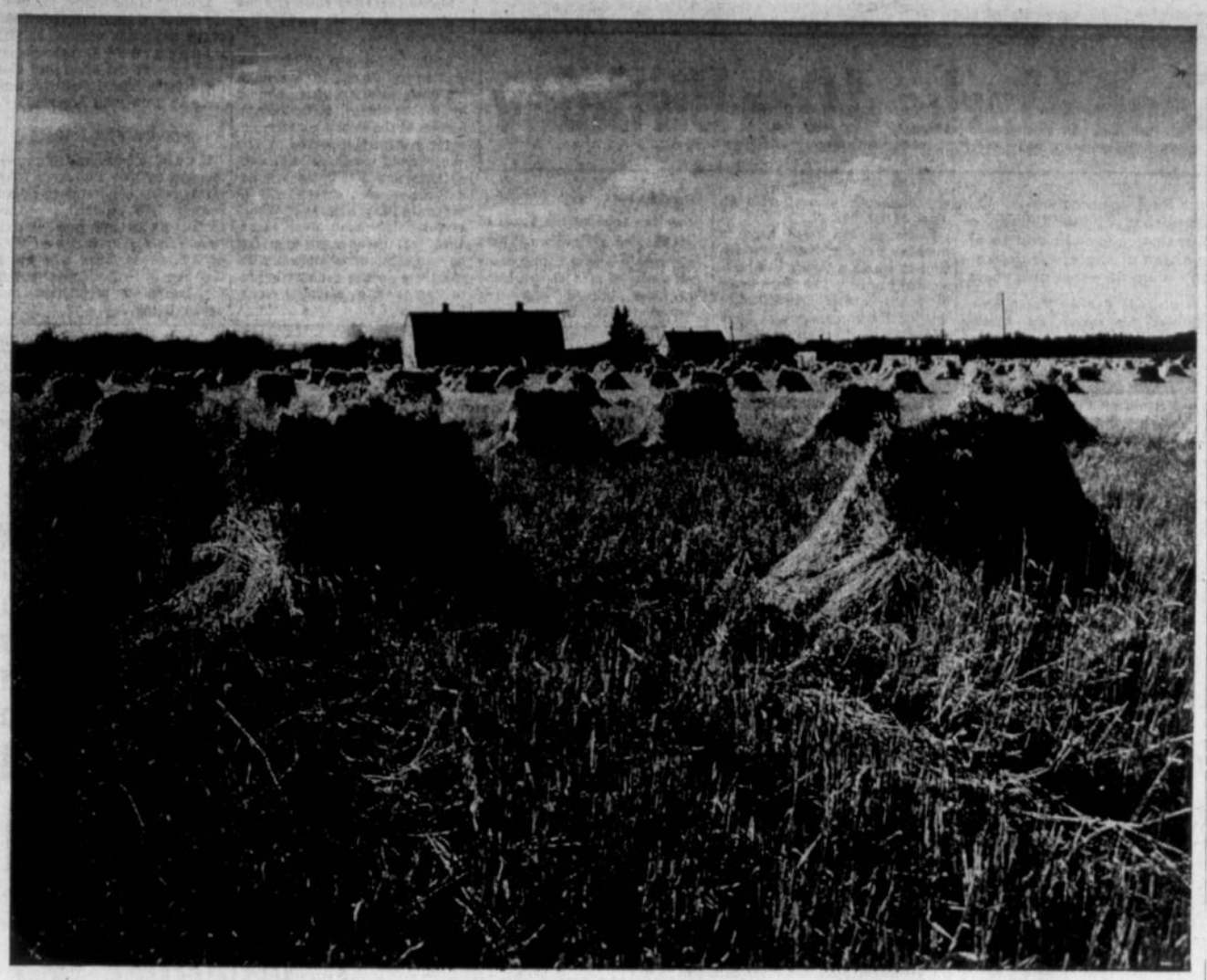
Albertans see these lighted derricks often. Wherever they are — in the night blackness by one of our modern highways, or off in the wild foothills — they symbolize two partners working together for a better, more prosperous Alberta.

Electricity and natural gas provide the energy and raw material for Alberta's industrial progress. Northland Utilities is proud to have played a role in the development and distribution of these key resources.

As new industries move to Alberta, Northland is growing and developing to meet their needs for low-cost fuel, raw material and power in the form of natural gas and electricity.

NORTHLAND UTILITIES

"Natural Gas and Electric Service for Better Living"



. . . Alberta fields at harvest-time

Alberta Power Potential Big

One of Alberta's greatest assets and a major attraction to outside industries, is the tremendous power potential. Endowed with one of the greatest oil and natural gas resources in the known world and with coal reserves that are beyond estimation, Alberta is also blessed with extensive resources in hydro-electric power. No matter what section of Alberta you may consider, an ample supply of cheap power is close at hand.

The extensive development of diversified manufacturing in Alberta has been the direct result of the development of the power industry in the province. Today, the average Albertan is using 2½ times as much electric power as he did ten years ago.

In 1950, the average person consumed about 952 kilowatt hours. That figure is now estimated at about 2,436 per person. The projected figure for 1961 totalled about 3,100 million KWH, representing an increase of at least 10% in power generated over that of a year ago. Should that figure of 10% increase per year continue, the power output in Alberta will double within seven years.

With plant capacity estimated at about 900,000 kilowatts at the end of 1960, the output in 1967 would reach some 1,800,000 kilowatts. Thus in a seven year period following 1967, a similar doubling of capacity can be expected.

Buying Alberta made products wherever possible makes good sense. What Albertans make, makes Alberta.

LOW COST POWER

The cost of electric power in Alberta should remain relatively stable in the future because thermal plants, burning low-cost fossil fuels will be continuously operated for base loads, and hydro plants will be used to handle peak loads. Industry can expect to receive rates that are relatively firm for a period of many years . . . a prospect that is unique in North America.

"Plastics," Byword Of '62 Living, Loom Large In Industrial Future

The magic word of modern living is "plastic". We use the word freely every day because it has become an integral part of our life and language. Early definitions tell us that "plastic" is an adjective that means "easily shaped or molded". In recent years it has become something that is shaping and molding our lives and destinies.

We all recognize the word, but few realize its full meaning to us, to our well-being and to our local and national welfare and economy. "Plastics" is a new and huge industry affecting nearly every phase of our existence and to Albertans it means prosperity.

Most plastics are derived from one or another form of "hydrocarbon". These are in the byproducts of petroleum and natural gas production and refining. It is easy to see how Alberta, one of the world's richest petroleum areas, will be affected by the growth of "plastics".

The natural outgrowth of the petroleum industry will be the development and practical use of these by-products. Where once the production of gasoline, kerosene and lubricating oils was of prime importance in this field, the rapid increase in number and applications of plastics bids fair to overshadow that role.

Even in the event that "atomic power" should replace power supplied by gasoline and other petroleum products, the petroleum industry would still continue to dominate our lives because of "plastics".

Here, in Alberta, the plastics industry is flourishing. Huge petro-chemical plants are turning out the basic materials for plastic manufacture. Polyethylene, from natural gas, is turned into flake and pellet form to be extruded and transformed into such products as polythene pipe, polythene film, food containers, drinking cups, acid containers, dispensing bottles, fume hoods and ventilation conduits.

EDMONTON RICH MARKET

About 45% of all Alberta manufacturing is located in the Edmonton area. 46% of Alberta's 1.5 million population lives within 100 miles of the city. Edmonton's trading area covers some 600,000 people and the annual income for Edmonton residents exceeds 370 million dollars. All this points to Edmonton as being the sixth largest Canadian city in the matter of retail sales.

TRULY ALBERTAN

NADP

Nu-Maid DAIRY PRODUCTS

Butter — Ice Cream — Cottage Cheese
Milk — Cream — Cheddar Cheese

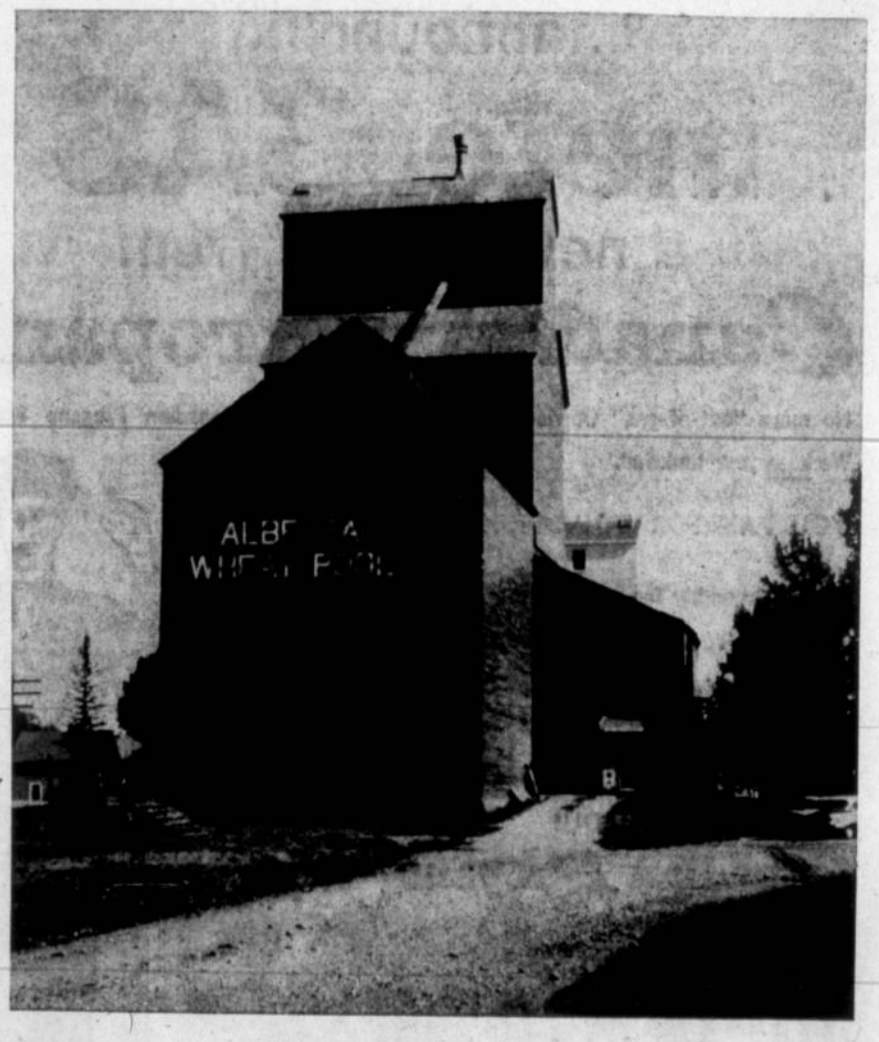
AVAILABLE THROUGHOUT NORTHERN ALBERTA

Northern Alberta Dairy Pool Limited

HEAD OFFICE EDMONTON

Owned by Farmers Supplying Raw Products

Growing With Alberta



AND SERVING FARM PEOPLE

Since 1923, when Alberta farmers joined together to set up their own grain marketing co-operative, the Alberta Wheat Pool has been growing with Alberta.

Today the Pool is one of the province's large and successful business organizations. It is distinctive, however, in that it is entirely owned and controlled by the farmers it serves.

WORKING FOR FARMERS

The Alberta Wheat Pool exists solely to meet the needs and wishes of Alberta's grain and seed producers. Its facilities — all farmer-owned — include:

562 COUNTRY ELEVATORS
607 ANNEXES
3 SEED CLEANING PLANTS
52 SEED WAREHOUSES
3 TERMINAL ELEVATORS
A HEAD OFFICE BUILDING

POOL ELEVATORS OFFER SERVICE AT COST

Over the years the Alberta Wheat Pool has been operated on a service-at-cost basis, with earnings being returned to members on a patronage basis.

Since 1923 patronage dividends distributed by the Alberta Wheat exceed $30,800,000 — a saving farmers have made by using their own facilities.

Patronage dividends, on a per-bushel basis, in the past five years have been as follows:

	Wheat & Flax	Oats, Barley and Rye
	- cents per bushel -	
1956-57	2.2	1.1
1957-58	5.0	2.5
1958-59	6.3	3.1
1959-60	4.6	2.3
1960-61	5.2	2.6

These dividends have been paid in excess of full market value for grain; proving beyond a doubt that — POOL PATRONAGE PAYS.

This year it will pay you to join with your neighbor in delivering to your local Alberta Wheat Pool elevator.

ALBERTA WHEAT POOL

FARMER-OWNED CO-OPERATIVE

Seed Processing Plant Mushrooms

Western Canadian Seed Processors Ltd. in Lethbridge commenced operations recently on the production of hydrogenated oil for margarine and shortening manufacturers. The hydrogen production plant building is now completed and operating. It is equipped with modern highly automatic facilities for the production of high purity hydrogen for the hydrogenation of liquid vegetable oils into semi-solid edible products.

Since the hydrogen is being produced by the electrolysis of water, high purity oxygen is also available as a by-product at a rated maximum capacity of 500,000 cubic feet per month. It is expected that the sale of oxygen will make hydrogen available to the Company at nominal cost.

The Plant is now equipped for the cleaning and grading of seed for marketing, the extraction and recovery of vegetable oil and by-products, principally oil cake meal, from seeds; the refining, hydrogenation and deodorizing of the extracted oil, and the marketing of its products to basic industry.

The closest comparable fully-integrated plants are located in Ontario and San Francisco, California.

Western Canadian Seed Processors Ltd., is one of the most important basic industries for the economy of the province.

"Pool" Soon Marks 40th Birthday

As the Alberta Wheat Pool approaches its 40th birthday, which will be marked in the autumn of 1963, it continues to make steady growth and to attract an ever-increasing share of the grain deliveries of Alberta and British Columbia grain producers.

In the past crop season, these farmers marketed a record 41.5 per cent of their grain through the co-operative facilities of the Wheat Pool. The fact that this figure has been increasing steadily over the past decade indicates the interest of farmers of this province in self-help and the realization of the benefits obtainable through the operation of their own co-operative enterprises.

Another indication of the growth of the organization is that in 1962 membership in the Pool will reach more than 50,000, also a record figure for recent years. It is significant that every one of these members is actively engaged in farming.

Over the years the farmer-owned Wheat Pool has continued to expand its facilities in order to serve the needs of its member patrons. At present there are 562 country elevators in its system and 596 annexes, with a total capacity of 42,400,000 bushels.

Most of the grain marketed in Alberta moves into export through Pacific Coast ports. For this reason the Alberta Wheat Pool has concentrated much of its terminal facilities in that area. It now operates a 7,300,000-bushel terminal at Vancouver, the largest on Canada's West Coast and considered to be one of the most modern and efficient elevators in all of Canada.

Another smaller terminal, with a capacity of 1,040,000 bushels, has been purchased at Victoria. This has been a big help in handling the extremely heavy westward flow of grain in the past two years when West Coast shipments have climbed to near-record levels.

Another terminal, with a 2,000,000-bushel capacity, is owned and operated at Port Arthur to take care of the Pool's shipments to the Lake-head, consisting mainly of coarse grains, flax and durum wheat.

Since 1957, when the Alberta Wheat Pool took over the Alberta Seed Grower's Co-Operative, it has added to its seed marketing and handling facilities. Today it has seed cleaning plants at Grande Prairie, Camrose and Sangudo, and over 50 seed warehouses located through out the province.

Each year it handles close to half of the seed marketed in Alberta — this country's largest forage seed producing province — and it is now the largest seed marketing organization in Canada. Last year the Pool took delivery of over 15 million pounds of forage seed and made shipment to seven Canadian provinces and 14 foreign countries.

As well as marketing cereal grains, and forage and cereal seeds, the Alberta Wheat Pool sells mustard seed and rapeseed for its members. It also handles fertilizer.

Farmers who organized the Alberta Wheat Pool set it up on a co-operative basis and since its inception in 1923, it has made direct savings for its patrons amounting to over $30,800,000 — this being the amount returned as patronage dividends. On last season's deliveries alone patronage dividends amounted to almost $2,500,000.

These savings have gone to member patrons, but every district in which a Pool elevator is located has benefited since these dividends have been returned to the local community and have added to its prosperity.

Two years ago, construction of the Alberta Wheat Pool's new head office building in Calgary was completed. This modern, eight-storey building is one of the city's finest. Wheat Pool offices occupy only half of the building at the present time with the balance being rented.

There is thus room for any additional staff that may be required as the organization expands in the years ahead.

The Alberta Wheat Pool is in a strong financial position, for in addition to its physical assets it has built up a working capital of over $9,000,000 which would act as a cushion should the organization encounter periods of adversity in the years ahead.

All of the properties and assets of the organization are owned by the members. This ownership rests with the reserves members have acquired as a portion of their patronage dividend payments. These reserves in the hands of members, now totalling $14,511,000 are constantly being revolved so that at all times they remain with farm people who are in a position to make use of Pool facilities.

Over the years, control — as well as ownership — of the Alberta Wheat Pool has remained with its farmer members. Control is exercised by the members through 70 elected delegates. Delegates in turn elect a board of directors. G.L. Harrold, of Lamont, is president of the Alberta Wheat Pool. He was first elected to the board in 1944 and was made president in 1957. Other members of the Pool's board of directors are: Nelson Malm, Vauxhall, first vice-president; A.J. Macpheson, Delia, second vice-pesident; O.K. Rosenberger, Balzac; Geo. Braithwaite, Red Deer; Gerald Oberg, Forestburg; and Frank White, Spirit River.

A.T. Baker, a former board member and large-scale farmer from Nemiskam in the southern part of the province, is general manager.

Since joining together to set up their own Wheat Pool nearly four decades ago, Alberta farmers have provided themselves improved grain handling facilities and expanding services to meet the needs of a changing agriculture. These changes are now taking place at a record rate as the trend continues toward larger and fewer farms, better roads, higher operating costs and the abandonment of railway branch lines.

In the interests of efficient operation and its objective of holding down handling charges paid by the producer, some consolidation of the Pool's country elevator system is essential. A few uneconomic elevators with consistently low handlings are being closed and others will of necessity follow. However Wheat Pool officials have given assurance that the organization has no intention of abandoning its members in the country or depriving them of essential elevator services.

Looking to the future, the healthy financial position, the democratic method of control, and its widespread farmer-ownership, provide the assurance that the Alberta Wheat Pool will continue to grow with Alberta.

POWER FOR FARMS

Farm electrification moved forward in 1960 with over 3,000 farms being connected to power sources. Of Alberta's 63,500 farms, 53,000 are now electrified. This means that over 83% of Alberta farmers now enjoy the benefits of electric power for increased production and easier living.

Our business is GROWING



United Grain Growers — like the farmer who plans for the next year, the following year, the years ahead - cannot be complacent with its established services and facilities. Always our business must be growing beyond today's demands — expanding on a planned and orderly basis to meet tomorrow's needs.

Among the U.G.G.'s recent achievements in this endeavor were the completion of the four million bushel capacity Terminal at Port Arthur — increasing the Company's total storage capacity to over 13,000,000 bushels, and the acquisition by U.G.G. of the Canada West Grain Company Limited with its subsidiary, the Red River Company Limited.

Both these new facilities - the one to provide adequate Lakehead grain storage space, and the other to supply farmers with grain and forage seed — have been developed so that U.G.G. can better serve western agriculture, the farmer and those who depend upon him for his produce.

UNITED GRAIN GROWERS LTD.

UNITED GRAIN GROWERS

OVER HALF A CENTURY OF SERVICE

OUT OF THE MUD!



CONCRETE PUTS YOUR FARMING ON FIRM, DRY FOOTING

Concrete cleans up your operations, in the barn, the feed lot, the hen house, the pig pen. Concrete floors are easily cleaned with a hose. Draft-proof concrete walls, fire-proof concrete structures mean improved animal health, less drudgery and more income for you.

When you buy cement . . . remember the plant-controlled quality of Inland Cement. Major plants in Edmonton and Regina keep the dealer in your area stocked at all times.

FREE FARM IMPROVEMENT BOOKLETS

Please send me, at no cost or obligation, your detailed information booklets on the following subjects:
☐ How To Make High Quality Concrete ☐ Septic Tanks For Farm Sewage Disposal ☐ How To Build Concrete Forms ☐ Concrete Forms For Farm Buildings ☐ Feed Floors and Yard Pavement ☐ Driveways and Sidewalks ☐ Concrete Water Wells ☐ Fire Protection Water Storage ☐ Watering Troughs ☐ Silos, Storage Bins, Cellars ☐ Milk Cooling Tanks ☐ Concrete Block Walls ☐ Other.

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321 - 13 St., Brandon, Man.

GALVANIZED IWP PROTECTION

ALL AROUND THE YARD
SENTINEL ALL-PURPOSE GALVANIZED FABRIC



The multiple advantages and uses of Sentinel Galvanized Fabric have placed this product "Way out front" in superior performance. Some of the many farm and industrial uses are suggested below.

Kiddies pens • Animal pens • Machinery guards
Broiler feeding pens • Fencing • Tree guards

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AN AFFILIATED COMPANY OF FOOTHILLS STEEL FOUNDRY AND IRON WORKS LTD.
66th AVE. & CENTRE ST. S. — CALGARY, ALTA. — PH. AL 5-6661

NON-CLOGGING NOZZLES
FOR TROUBLE-FREE SPRAYING

Here at last the answer to ALL your spraying needs!

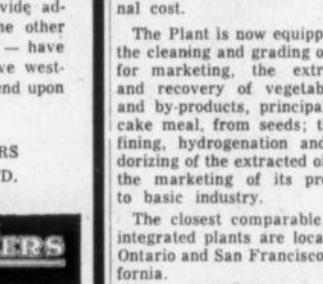
Nozzles won't clog up on the job: screens fit up into the interior of boom pipe eliminating sediment trap that is the source of clogging — a Golden Arrow PATENTED feature.

Standard tips are simply aligned, eliminating bothersome adjusting.

Stabilized Booms work with the contour of the land to keep proper distance between the nozzles and crop for proper spray concentration.

MORE EFFECTIVE WILD OATS CONTROL

Golden Arrow's boom pipes have always been adjustable, but for 1962 are even easier to position. Taking only a few minutes, boom pipes can be pivoted downwards to spray wild oats chemical at the proper height and angle, without numerous adjustments. The new wild oats control feature along with patented clamp-on nozzles and aluminum tanks and pipes assures you of effective spraying. Golden Arrow quality and patented features — a dependable working team that saves you valuable time and money.





GOLDEN ARROW SPRAYERS LTD.
1439 - 17 Ave., S. E.
CALGARY, ALBERTA

GOLDEN ARROW

Handled by prominent dealers "across the Prairies"

Paving Cuts Cattle Foot Rot



Paved cattle yards provide the most important step in preventing occurrence of foot rot. The germs which cause the disease need mud and paved lots keep the cattle yard or dairy yard cleaner and free of mud.

Cattle foot rot needlessly cuts the profits of dairymen and livestock producers. Losses come from poor condition and secondary infections, according to Dr E. Crosby Howe, University of Nebraska extension animal hygienist. Lower milk production and lower gains are results of foot rot.

Foot rot can occur in any class of cattle. It tends to be seasonal, showing up in spring and fall, but may happen any time of the year and under almost all possible conditions.

The first noticeable sign of the disease is pronounced lameness. Usually the affected foot swells. Swelling may extend to the knee in the foreleg or to the hock in the hind leg. Eventually, the animal's temperature rises and it goes off feed.

Occurrence of the disorder can be reduced by providing cattle with clean, dry footing. The germ causing the disease needs mud or wet manure to grow in.

Paved dairy yards and feedlots won't harbor these germs. Paved lots eliminate mud and can be cleaned regularly in any weather to prevent manure build-up. Concrete paving is most important around feed bunks and water tanks where cattle stand, according to Dr. Howe.

Another benefit of paving is that it keeps dairy cows cleaner and increases beef cattle gains. Dr. Howe points out that paving will pay for itself as well as reduce the incidence of foot rot.

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a new service from
Canadian Propane

No more "out-of-gas" worries when you use this new Canadian Propane Service. We keep your tank full.

YOU PAY FOR YOUR PROPANE AS YOU USE IT

You pay monthly for only the propane you've used, after you use it. Your tank is serviced periodically, and you are billed on a regular basis. No more lump-sum bills — no more cash-on-delivery problems!



ask your Canadian Propane dealer about meterGAS
... he'll tell you how you can get all the advantages of "city type" service.



Canadian Propane
SPECIALISTS IN PROPANE AND NATURAL GAS APPLIANCES

Diversity Keynotes Alberta Agriculture

Balancing Alberta's growing industrial sinews has been steady streamlining of the province's role as a key agricultural area of the Canadian West.

Propped on a diversified platform of field crops, livestock and poultry production, Alberta's agricultural future appears solidly prosperous.

Today, a scant half-century after horses and ox-teams rolled under the first sods of many acreages, a new breed of farmer has stepped into the role of the Albertan on the land.

Mechanized equipment, manned by specialist operators, rolls smoothly across the broad fields seeding and harvesting crops in a fraction of the time needed by older methods. Automation has taken a large stride into the livestock industry as well, where hundreds of head of cattle and hogs are tended by a few well-trained workers, at the controls of the latest machinery.

The trend to still more specialized farm methods, larger land holdings per operator and introduction of new cultivation and animal care methods seems assured. While Alberta's agriculture output continues to soar, the number of persons drawing a direct living from the soil continues to decline: Farming like industry, has become the vocation of the specialist.

Rolling across the province since the turn of the century, the transition in farming modes is still capsuled in the storied Peace River country, bulking in Alberta's northwest corner.

There, homesteaders still hack their first holdings from the virgin countryside. But just a few miles away, even in the same district, the latest farm equipment and techniques spell in sharp contrast the fast pace of change in today's agriculture industry.



. . . in the south, ranching forms big part of agricultural picture



. . . rich land produces wide range of crops

The past decade has seen the sprouting of new production trends on the Alberta farm: Rapeseed — where the province's production last year pushed to a record quarter-billion pounds, despite the drought. Fescue — production of a new cash crop for western farmers has blossomed since the war.

Hefty sales of grain abroad, coupled with slackening of crop production during the dry fall of 1961, has trimmed Alberta's stored wheat stocks to their lowest levels in a decade.

Quality of grain marketed at the end of 1961 was near the highest in years; nearly-ideal harvest weather across much of the province helped cushion impact of the dry weather and low yields in some regions.

Fodder, shuttled with government assistance from north and central areas of Alberta to the drought-hit south, last year helped preserve some of the West's largest cattle herds. In spite of the dry weather, there was a minimum of "distress" selling, a likely signpost to continued steady production on the livestock front.

Federally-inspected slaughterings last year easily topped the two-million head mark, a new record for Alberta. Milk production from the province's dairy herds touched the billion and three-quarter pound level, and despite a substantial rise in sales, failed to keep pace with the increased population totals.

Prospects point to an upswing in demand for prime Alberta beef, hogs and poultry products in the years ahead. With raising of cattle tied strongly to available grazing space, and the surge in population growth south of the Canada-U.S. border, North America, more and more looks to Alberta to provide necessary food supplies.

Production of poultry and eggs hit a healthy clip the past year, and seemed likely to maintain steady levels, despite a slackening of prices in the wake of increased production. Need for further expansion of the poultry industry, particularly to supply demands in the expanding northwestern region of Canada, has been frequently cited in the past several months.



. . . pulpwood for paper

Lamb and sheep marketings were "heavy" in Alberta last year, according to government statistics.

Industries associated with agriculture and stock production; packing plants, hatcheries, feed mills and marketing facilities for farm products showed an increase, following the swing to modernization and increased out put from Alberta farms.

In a bid to update the province's farming methods, Alberta got off to a record start in loans from the Farm Credit Corporation during 1961. In the first two-thirds of the year, borrowings nudged the seventeen and one-half million dollar mark, topping records for any Canadian province.

What of the future?

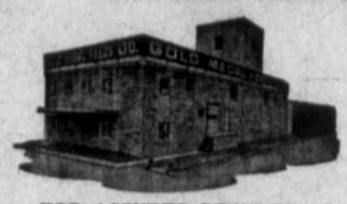
Indications point to a strengthened market for prime Alberta meat products in the United States, which is likely to buoy the provincial livestock industry well into the next two decades. Introduction of new enterprises in the farming field, such as stepped-up production of poultry and sheep, and experiments with new field crops is likely to further broaden the well-diversified base of the provincial farm economy, and bolster agriculture against momentary setbacks in any one endeavor.

With slicing of the heavy backlog of farm-stored grain in the West, and the prospect of future grain sales abroad, prospects are that the farmers will gear for even greater yields from the land, in a field that remains Alberta's economic mainstay.



. . . diversified farm economy is pointed up by this huge flock of turkeys

GOLD MEDAL FEEDS LTD.



"best by test" QUALITY

FOR ASSURED RESULTS AND PROFIT

- Made in Alberta
- Blended for Alberta feeding conditions
- Owned in Alberta by Albertans
- Where quality and customer service come first

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CALGARY, ALBERTA

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Manufacturers of European Style Fresh Beef and Pork Products.

Smoked Meat Products.

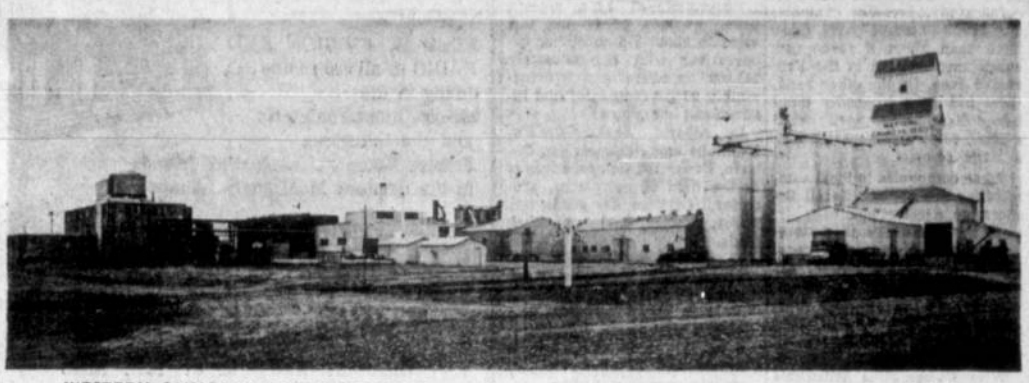
European and Canadian Style Sausage.

Canadian and European Style Meat Loaves.

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12150-68th St., Edmonton, Alberta Phones GR 9-3404 - 3469

7% SINKING FUND DEBENTURES



WESTERN CANADIAN SEED PROCESSORS recently announced the commencement of Refined and Hydrogenated vegetable oil operations in Western Canada's largest vegetable oil plant located at Lethbridge.

Western Canadian Seed Processors Ltd.

(Incorporated under the Laws of the Province of Alberta)

PRESENT ASSETS - $3,174,882.00

$863,000

7% Sinking Fund Debentures - Series A

CARRYING SHARE PURCHASE WARRANTS

To be dated November 1, 1960. To mature November 1, 1980
Price 100 and Accrued Interest to yield 7%

The sinking Fund Debentures, 7% Series A, when issued in definitive form, will be accompanied by Share Purchase Warrants in bearer form entitling the holders thereof to purchase common shares without nominal or par value of the Company, as presently constituted, at the rate of 50 such shares in respect of each $1,000.00 principal amount of Debentures, at the following prices.

$3.00 PER SHARE, if purchased at any time up to the close of business on November 1, 1964

$4.00 PER SHARE, if purchased at any time up to the close of business on November 1, 1967

$5.00 PER SHARE, if purchased at any time up to the close of business on November 1, 1970

FEASIBILITY, ECONOMIC AND TECHNICAL STUDIES

The Company recently retained a management consultant firm for the purpose of studying and reporting on the general feasibility economics and technical aspects of the Company's operations in Western Canada. This was a comprehensive report dated July 18, 1960, to the effect that while the Company was breaking into a new industrial field in Canada, it shows good prospects for financial success.

A PROSPECTUS WILL BE MAILED UPON REQUEST

Contact - ALSAMA INDUSTRIALS, LTD.

635 - 6th. AVENUE S.W. CALGARY, ALBERTA PHONE AM 9-4211



. . . the drilling rig; symbol of Alberta's postwar boom

Petroleum Association Voice Of Oil Industry

A trade association has been defined as: "a non-profit, voluntarily-joined organization of business competitors designed to assist its members and its industry in dealing with mutual problems in several of the following areas: accounting practices, trade promotion, and relations with government, employees and the general public."

Historically, the Canadian Petroleum Association is numbered among the pioneer trade groups of Canada although it had its beginning under another name and in a relatively small sphere of activity.

The beginning dates back to 1927 — thirty five years ago — when The Alberta Oil Operators' Association was formed by a group of pioneer operators who felt that Alberta was destined to become a petroleum and natural gas producing area.

Two years later, in 1929, this organization was overhauled and revised, and it emerged as The Oil and Gas Association of Alberta.

In 1937, another group holding divergent views came into being under the name of The Petroleum Producers' Association. This new organization merged with the pioneer group under the name of The Alberta Petroleum Association.

Following the Leduc strike in 1947, the responsibilities and interests of the industry mushroomed in all four western provinces, and the industry then formulated the Western Canada Petroleum Association to meet its ever- increasing responsibilities and interests.

During the next decade following the Leduc strike, the Association expanded the scope of its activities and interests and out of this intensification emerged the Canadian Petroleum Association with a national charter of operations.

Just as the American Petroleum Institute is recognized as the leading voice of the industry in the United States, the Canadian Petroleum Association is the prime trade association of the industry in Canada with its central interests focussed on the exploration and development of oil and gas.

The Canadian Petroleum Association and those small groups to whom it owes its ancestry came into being and developed step by step with Canada's oil and gas industry. Therefore, the Canadian Petroleum Association has devoted the bulk of its energy to the field of legislation.

Today, the Canadian Petroleum Association is constantly at work with government groups and departments in helping to evolve legislation, suggesting improvements to existing regulations, and discussing and resolving situations that inevitably arise as the industry develops and intensifies its activities.

The principal objectives of the Canadian Petroleum Association are fourfold:

(a) To establish better understanding between the petroleum and natural gas industry and the public.

(b) To encourage co-operation between the petroleum and natural gas industry and Federal, Provincial and local governments, and other authoritative bodies.

(c) To provide a forum for the discussion of matters affecting the welfare of its members.

(d) To foster better understanding between this Association and other organizations with similar objects and purposes.

The work of the Association is a never-ending task. Each day brings new problems which must be met and resolved. A fundamental part of the Association's activities is its public relations program, which is designed to foster a closer rela-

(Continued on Page 13)



helping the economic development of Alberta

Competition is the life-force of the petroleum industry which plays such a vital part in Alberta's - and Canada's - economic life today.
In every phase of the industry, from exploration and development to the marketing of the end-product, competition keeps petroleum progress moving.

CANADIAN PETROLEUM ASSOCIATION

Alberta Division

6th Floor - 330 Ninth Avenue West, Calgary

Federated Co-op Fills Stores Across Prairies

Background to formation of Federated Co-operatives Limited was the steady growth of retail establishments, organized on a co-operative basis by groups of individual consumers, in communities across the Prairie Provinces and in Northwestern Ontario.

They did this by incorporating a company in their community, in which they, as the users of this company's services were also its shareholders or owners.

Some of these co-op companies were incorporated as early as 1905, some are still being incorporated today. For example, during the past five years, there have been about a dozen new co-ops incorporated in the Federated area. On the other hand, there has been a goodly number of dissolutions, mostly when a small co-op amalgamates with a large co-op.

These companies in local communities are called "Retail Co-operative Associations."

In the late 1920's these local co-operatives decided to pool their purchasing power, for better advantage to themselves. To accomplish this, they organized their own wholesales: Manitoba Co-op Wholesale Society in 1928, Alberta Co-operative Wholesale Society in 1929.

In 1934 a group of local co-operatives in the petroleum field joined forces to construct their own refinery in Regina. This company was called "Consumers Co-operative Refineries Limited."

In 1944, the Saskatchewan Co-operative Wholesale Society and the Consumers Co-operative Refineries Limited merged to form Saskatchewan Federated Co-operatives Limited.

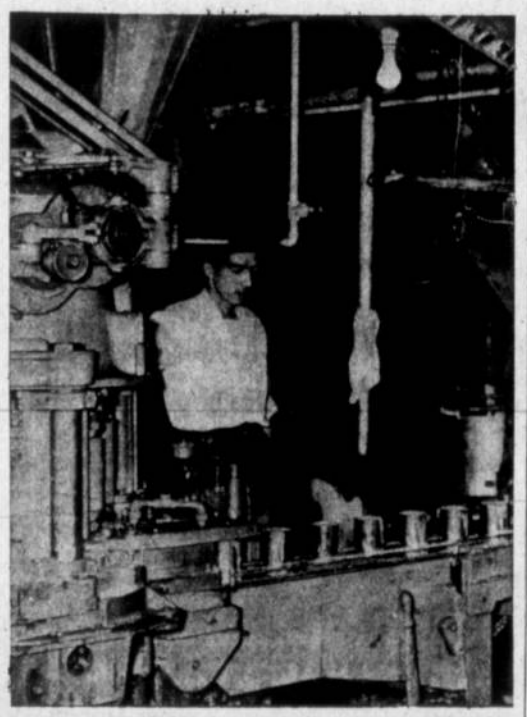
In 1955, Saskatchewan Federated Co-operatives Limited and Manitoba Co-operative Wholesale Society merged to form Federated Co-operatives Limited. In 1961, Alberta Co-operative Wholesale Association amalgamated with Federated Co-operatives.

Federated, at the present time, provides goods and services to about 575 consumer co-operatives with approximately 245,000 members and approximately 90 governmental and institutional members.

In Alberta, Saskatchewan, Manitoba and Northwestern Ontario, Federated Co-operatives is in the field of petroleum, groceries, hardware, dry goods, fertilizer, lumber, coal, and stock feeds.

Federated is a "captive" organization — a captive of the retail co-operatives inasmuch as it is owned by them and serves only them. Therefore, it is the retail co-operatives which have an impact on the prairie economy in the consumer area.

Every community which has a co-operative finds that the association conducts its business in an orthodox manner, without disrupting the normal business activities of the community. It maintains prices and when price reductions are made or margins reduced, the co-operative as a rule is the follower and not the leader. Through patronage refunds, the member will get goods and services at cost.



. . . home-grown products are canned in Alberta

The Macdonald



EDMONTON

A Canadian National Hotel

Where North Meets West

You will enjoy FREE TELEVISION AND RADIO in all 500 rooms . . . dining in the air-conditioned cafeteria and the luxurious Empire Room meeting friends in the licensed MacDonald Lounge.

For those driving, there is

FREE OVERNIGHT PARKING

FAMILY PLAN rates for children

Take a restful and relaxing time-out weekend at THE MAC



HERE COMES SERVICE

"Remember the Winter of '62"

This past season will be remembered as one of Alberta's long, cold winters — but if you lived in one of the 75 Alberta communities served by Northwestern Utilities — we trust that Natural Gas made winter-living a little more comfortable. Today Gas service is not limited to a few large centres in Alberta:

It is enjoyed by residents of many, many Alberta communities — cities, towns and villages. Each community — and each customer therein receives from us the same high standard of service . . .

"The Best Possible Service at the Lowest Possible Cost."

NORTHWESTERN UTILITIES, LIMITED

This new symbol identifies Your Gas Company – modern service, backed by almost 40 years' experience, serving Albertans

Construction will swing into high gear this summer on an $86,000,000 railway from near Peace River in northern Alberta to Pine Point on Great Slave Lake. The line will tap rich mineral deposits at Pine Point and run through a huge district of potential farmland.

Value of manufactured products in Alberta topped the billion dollar mark last year, compared with an overall value of $372,000,000 in 1949.



ARE YOU ON THE BEAM?

Construction Wise People are using
MADE IN ALBERTA

GLULAM – BEAMS – ARCHES
TRUSSES – ARCHRIBS

First in the field of post free, Sound Low Cost Construction

YOU PLAN IT – WE SPAN IT

Western Archrib Structures
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"ALBERTA'S LEADING GLULAM MANUFACTURER"

The Members Are
The People Who Own The CO-OP



It is the individual Co-op members who hold the reins of control all the way through. By working together for mutual benefits, Co-op members have come to own much more than a single retail store. Today our Co-operative associations own and operate their own wholesale organizations, refinery, oil wells, lumber mills and coal mine — as well as extensive warehouses. Benefits can come through Co-operative ownership! Why not join your Co-op? Membership is open to all!

FEDERATED CO-OPERATIVES LIMITED

Edmonton - Calgary - Saskatoon - Regina - Winnipeg

CO-OPS are People in Partnership

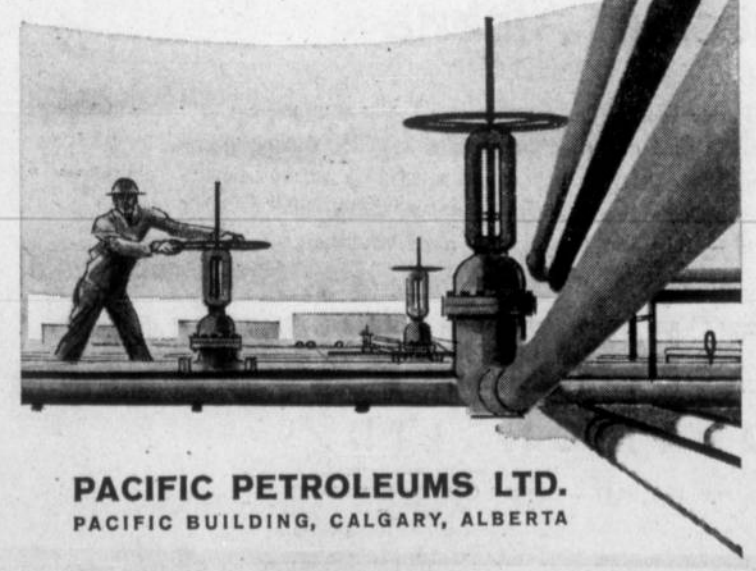
CO-OPS are Community Builders

PACIFIC PETROLEUMS LTD.

The Fastest-Growing Major Company in Canada's Fast-Growing Oil & Gas Industry

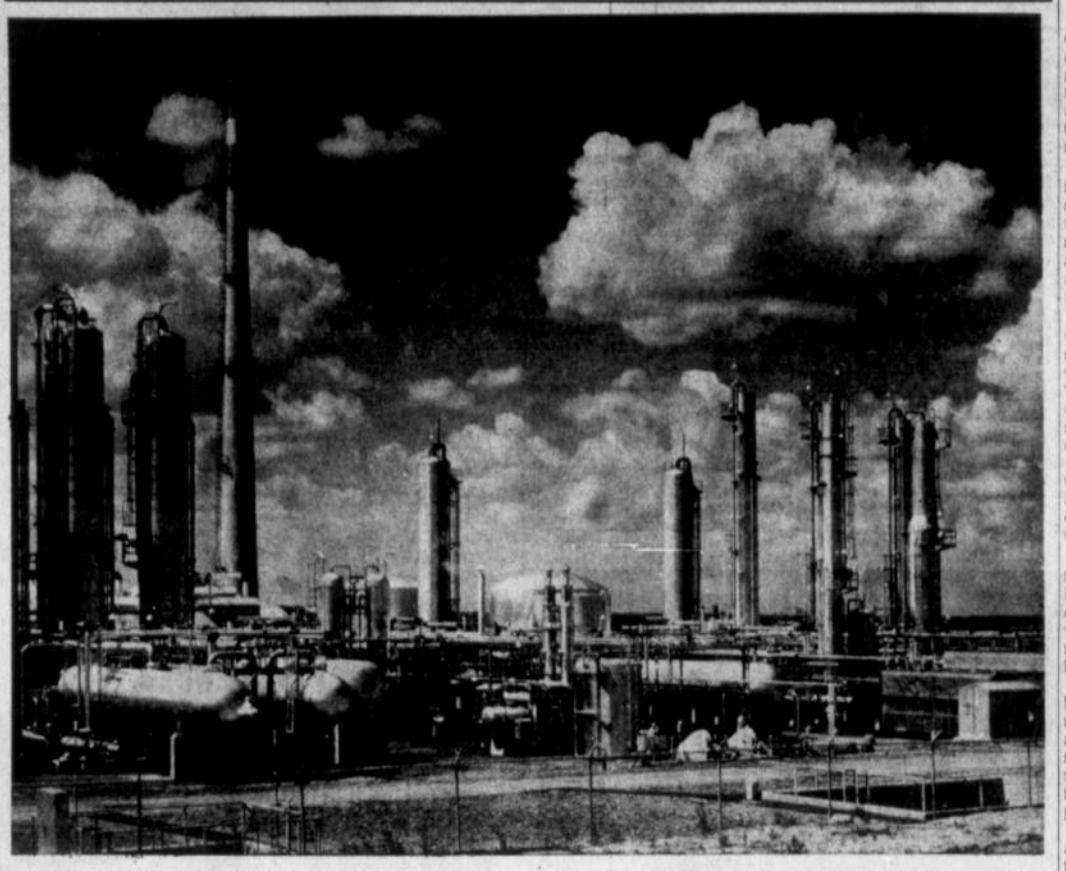
In the past four years, Pacific Petroleums Ltd. has doubled its production of crude oil... Increased its natural gas output 80%... achieved a 150% expansion in its sales of refined petroleum products. Pacific's gross holdings cover more than 12,000,000 acres of proved and potential Canadian oil and gas lands. The Company holds interests in 3,251 oil wells and 391 gas wells, participating directly in nearly 20% of all the productive oil and gas wells in Canada.

This native Canadian company, founded in the pioneer days of Alberta and British Columbia petroleum development, has become Canada's second largest producer of natural gas, eighth largest producer of crude oil. Its total assets rank Pacific Petroleums Ltd. among the top five corporations in the modern Canadian petroleum industry.



PACIFIC PETROLEUMS LTD.
PACIFIC BUILDING, CALGARY, ALBERTA

BA Oil Deeply Rooted In Alberta



VIEW OF THE RIMBEY GAS PLANT from the east shows the gas treating section to the left of the 250-foot chimney and liquid hydrocarbon processing facilities to the right of the stack. Processing raw gas from the nearby Westerose South (Dick Lake) and Homeglen-Rimbey fields, the multi-million dollar plant is operated by British American Oil for a group of 27 companies with interests in either or both of the fields. The plant's capacity to deliver 280 million cubic feet of pipeline sales gas per day is equivalent to about 60 per cent of Alberta's current average daily requirements.

British American Oil's position as one of the largest producers and processors of natural gas in Western Canada was further strengthened early in 1961 with the opening of a giant gas processing plant at Rimbey, Alberta, 50 miles south of Edmonton. B-A, which is a major shareholder, operates the plant for a group of 27 owner-companies.

In addition to its interest in the Rimbey plant, the company owns gas plants at Pincher Creek and Nevis, has an interest in several other plants in the province and operates refineries at Calgary and Edmonton.

B-A's Calgary refinery commenced operations in 1939 and at that time supplied fuel to the crews building the Alaska Highway. During 1960, a revamp of the plant's process equipment increased the combined crude oil and condensate processing capacity from 6,750 to 9,000 barrels per calendar day.

The modified units can process up to 6,300 barrels per day of condensate, including production from the Pincher Creek gas plant. Associated with this revamp, a 3,370 barrel-a-day naptha desulphurizer was completed for pre-treatment of all reformer charge stock.

The Edmonton refinery which has a crude oil processing capacity of nearly 8,000 barrels daily, went into operation in 1951, and recently had unloading facilities installed to handle condensate available from gas plants in the area.

B-A has been active in Western Canada since the early twenties when its operations were extended from Ontario and Quebec to the prairie provinces through the acquisition of the Winnipeg Oil Company.

In 1934, the company entered Alberta with the purchase of two small refineries which have since ceased operations. In the same year the first western refinery built for B-A went "on stream" at Moose Jaw.

B-A helped make Canadian oil history when it supplied funds in 1936 for two independent drillers who discovered oil in Turner Valley and opened up the first major source of Canadian crude oil.

The company's biggest expansion took place in western Canada in 1958. The Pincher Creek gas plant was officially opened and within a week of that event a new refinery — B-A's sixth — began operating at Port Moody, near Vancouver.

The latest step in the company's growth in Alberta was the consolidation this year of B-A's nearly 800 Calgary employees in production and pipeline, Alberta division and Calgary district marketing, crude and products supply, data processing and transportation departments into one office building.

The move into the 14 storey headquarters named the "British American Oil Building", was one of the largest office moves ever to take place in Alberta.

PETROLEUM . . .
(Continued from Page 12)

tionship between the public and industry. Through meetings with municipal councillors, public forums, essay contests and other similar activities, the Association constantly endeavours to ascertain differences which may exist, and which, if unchecked, might well develop into major problems.

This relationship between the industry and the public must necessarily be a two-way street. The Association would appreciate the assistance of Albertans in forwarding its program — it stands ready to serve, not only the industry, but Alberta as well.

LETHBRIDGE INDUSTRY TIED TO PRODUCTS OF SOIL

In the Lethbridge district of Southern Alberta, there has been, for many years, a thriving industry based on the products of the soil. Many of them look to products of the soil for efficient operation, products that are available in the immediate area.

Beet sugar, vegetable canning and freezing, flour milling, macaroni and brewing all look to the farms for their raw materials. Butter and cheese factories are situated throughout the region and honey is refined for use in the local districts and across Canada.

A healthy economy exists where manufacturing is based on products indigenous to the area. Such is the case in Lethbridge where coal, oil and natural gas are available in abundance to supply fuel for processing the soil products.

Boat Building Industry Growing

In recent years, the use and development of boats for leisure and pleasure has increased in great measure and Alberta's myriad lakes and streams are alive with every conceivable type of floating device for our recreation.

A visit to any lake resort during the summer months will show you the ingenious uses that man makes of these boats for sports. Canoes, row-boats, punts and other man-powered boats are only a small part of the tremendous fleet of pleasure craft.

There are tiny "Sea Fleas", with huge motors, capable of sending them flying across the water at over 40 knots; sleek "Cabin Cruisers" with inboard and outboard motors; middle-sized family boats and big excursion-type pleasure cruisers.

For the sailing enthusiast there are the picturesque yawls and yachts of various sizes down to the little sloops with their one-man crews.

Pleasure boating in Alberta is fast becoming big business. No lake cottage is complete without some sort of water craft and with the recent rapid growth of resort developments, the boat business is booming.

In Alberta, the business of boat-building is by no means a new venture. For well over half a century this industry has flourished here. It has seen many changes and it has conformed to the passing years to preserve its existence.

Craftsmen who served their apprenticeship in the old countries before the turn of the century have patiently followed the trends and are still turning out quality craft right within our borders. The sizes and shapes have changed and even the materials from which the boats are built, but the high standards of construction have remained unchanged.

The heavier woods such as teak and oak are seldom used in modern pleasure craft construction and solid woods have given way to laminated and plywoods. Lighter in weight and capable of being handled with greater ease, these new materials are every bit as sturdy as before.

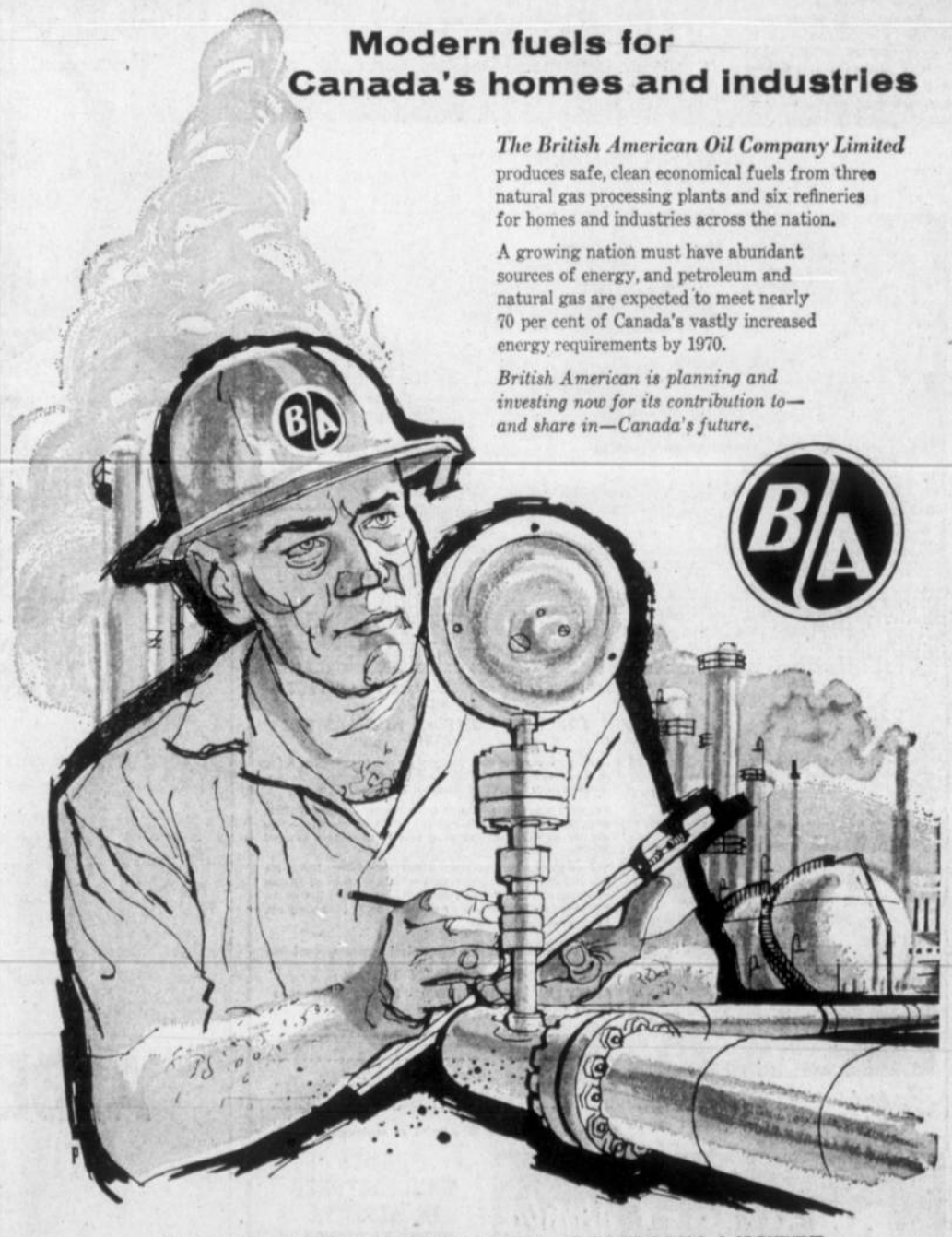
Molded hulls and decks have replaced the older types and modern construction methods have speeded the building time but the end-product is still a safe, dependable boat for present day enjoyment.

Modern fuels for Canada's homes and industries

The British American Oil Company Limited produces safe, clean economical fuels from three natural gas processing plants and six refineries for homes and industries across the nation.

A growing nation must have abundant sources of energy, and petroleum and natural gas are expected to meet nearly 70 per cent of Canada's vastly increased energy requirements by 1970.

British American is planning and investing now for its contribution to— and share in—Canada's future.



THE BRITISH AMERICAN OIL COMPANY LIMITED

Alberta Forests Basis For Humming Industries

Crackle of chain saws zipping through stands of choice Alberta timber echoed across the province with fresh intensity this past winter, mirroring a revitalized building industry in prospect across the West.

With stocks of lumber trimmed through sales efforts and a tapered-off woods activity in 1961, most lumbering operations predicted a perked-up sale of timber products by mid-1962.

Despite the slimmed-down cut of forest products from the record volumes of 1958-1959, the past year was one of cautious exploration on the Alberta lumbering scene.

A far-flung lumbering and plywood production enterprise in the Peace River country was consolidated under ownership of Canadian Forest Products Limited, of Vancouver. Talk of a pulp production facet, to be tacked-onto the firm's northern Alberta operations, reached the site-speculation stage before the venture was postponed.

Across the north-central area of Alberta, scores of sawmilling operations, each employing from a few dozen to several hundred men, spewed out millions of feet of sawn lumber and pulpwood products, despite one of the frostiest winters on record.

The snappy temperatures brought a dividend for the bush workers, though. "The season of one hundred days"—when shaky bush roads are firmed by winter's frost — this year stretched to an end-of-March finish, providing the longest spell of unbroken wood operations for several seasons.

Plans for a second major Alberta pulp mill, to be spotted in the Whitecourt area, are said in the final stages of preparation. Recently, officials of Alberta West Forest Products, who are piloting the enterprise, received a six-months' extension of their original agreement with the Alberta Government. The arrangement for pulp-lease plans in the Whitecourt district was unveiled in 1961.

Pioneer of the pulp industry in Alberta, Northwestern Pulp and Power Limited's sprawling Hinton plant, gobbled up nearly a third of a million cords of timber in the past year.

Bleached sulphate pulp from the Hinton industry is ranked with the best in the world. In 1961, the firm processed about 175,000 tons of pulp, produced from stands of spruce and lodgepole pine which stipple slopes of the Hinton region.

Economic hinge-pin of a bustling town perched in a scenic foothills setting, the Hinton pulp mill cost 42 million dollars to put into operation.

Logging operations in the province received 'fresh stimulus in 1961 from a trimmed schedule of Crown timber dues agreed upon through negotiations between the Alberta government and the lumbering industry.

Despite absence of a dynamic upswing in forest cuttings during 1961, there were brightening pointers to better times ahead. Although rated "somewhat low", prices for lumber products re-

(Continued on Page 15)



. . . modern methods and equipment in the woods



. . . from the forest comes the tree



Architect Designed



Arlington 3 bedrooms — area for for future expansion — attached garage.



Capri 3 bedrooms — lower level for future expansion — attached garage.

MUTTART HOMES ARE ARCHITECT DESIGNED FOR TRUE COMFORT AND LASTING VALUE

Muttart Homes have been designed by Mr. L. S. Higgins A.I.A. to assure your maximum living convenience — they have been styled to be the centre of attraction in any neighborhood.

Yet, all this beauty is yours at a low Muttart Component Home price. No down payment required for most models — low monthly payments let you enjoy your home without financial worries.

You save money too, by erecting your own Muttart Home. It's fast and simple — no special tools or skills are required. Choose your Muttart Home from either the "Component Series" or the "Dominion Series". Prices start as low as $4,375, plumbing and heating package included.

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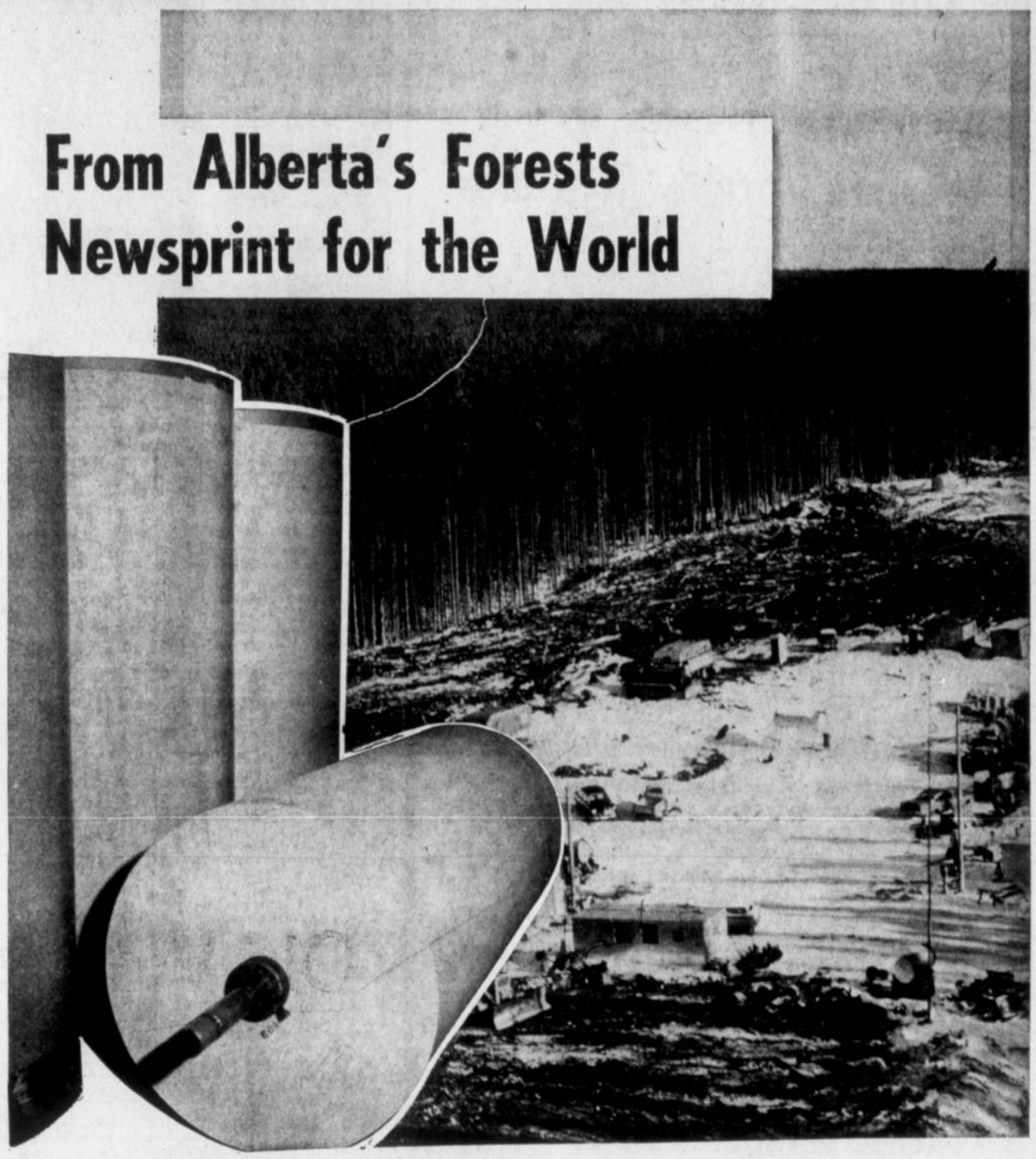
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all models available in colonial or contemporary style.

Muttart Homes
WINNIPEG REGINA SASKATOON EDMONTON CALGARY VANCOUVER

HOMES MANUFACTURED IN ALBERTA FOR ALBERTA

From Alberta's Forests Newsprint for the World



Soon Under Construction

The New

Alberta West Newsprint Mill

Whitecourt Alberta

Plans are going ahead for an early construction date at our new plant at Whitecourt, weather permitting. Newsprint, as good or better than is now available will be in production by late 1963 or early 64. Daily production will be 300 tons. 102,000 tons per year. Employment will be available for 700 men in the bush camps.

Help Alberta Progress — Buy and Use Alberta made products.

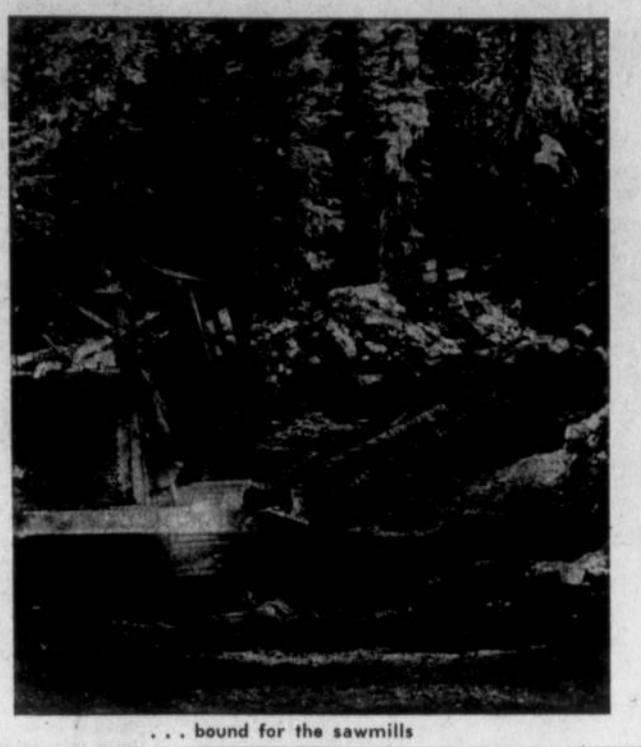
ALBERTAWEST FOREST PRODUCTS

CORPORATION LTD.

LOOK TO ALBERTAWEST FOR THE BEST — IN HIGH QUALITY NEWSPRINT.



. . . to feed busy Alberta plywood production lines



. . . bound for the sawmills



. . . to be manufactured into paper

ALBERTA FOREST . . .

(Continued from Page 14)

mained generally stable.

Reduction of timber stocks from previous logging seasons brought a distinct lift to the scope of woods operations during the winter of 1961-62, particularly in the north. Larger payrolls through the winter months pepped-up the economic stream of events in many a community where part-time income is hinged strongly to activity in the forests.

Continued comeback of housing programs across Alberta was touted this spring as the brightest pointer to better times ahead for lumbermen.

In comment this spring, officials held out hope that aggressive sales efforts, and a vigorous advertising program to stress appeal of Alberta-produced forest products, would speed the upturn in timber markets.

School population of Alberta, including public and separate schools from Grades one to twelve, was nearly 307,000 last year.

NEW TYPE OF AIR CONDITIONER BEING BUILT

Employing new concepts based on the world's oldest principles, a progressive Edmonton firm has started manufacturing air conditioners for use in the area. The new device is of simple construction, in fact so simple that it is difficult to understand why no one has thought of it before.

Nature's way of cooling the atmosphere is through the use of moisture, controlled by the winds, rain, snow and watersheds of the region. Unfortunately, man has not been able to duplicate nature's system within his own structures without elaborate equipment which required expensive maintenance.

The new air conditioners use no fixed filters, which require frequent replacement, or at best, cleaning. With the new mechanism, a rotating, plastic blanket is continuously washed in an aqueous solution and the air in the dwelling is blown through this filter, which constantly cleanses and moistens itself. Chemicals in the bath tend to kill harmful bacteria while cooling and moistening the air.

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FUTURAMA
THE FORWARD LOOK IN ALUMINUM WINDOWS
EASY TO OPERATE EASY TO CLEAN
SEALED-IN COMFORT DRAFT-FREE VENTILATION
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DEALER ENQUIRIES INVITED

In 1961, six new hotels valued at four million dollars were completed in Alberta. Five others were started during the year.

Residential construction in Alberta last year almost doubled the 1960 figures.

Forest Fire Prevention Is Your Responsibility



FARMERS - Remember these safety rules

1. Be sure you have a burning permit.
2. Never burn brush or grass on dry windy days.
3. Have a good fire guard around the area.
4. Have sufficient help to control the fire.
5. Burn up-wind. Never leave fire unattended.



CAMPERS -

Choose a rocky place or clear a patch of ground for your campfire, removing all inflamable material. When you are finished be sure the fire is out — safely out — by dousing it with water or covering it completely with dirt so that it will not start up again.



TRAVELLERS -

Your car has an ashtray. Be sure you put cigarettes and matches in the ashtray. Do not throw lighted matches out on the roadway. Do not throw burning cigars or cigarettes out of your car windows. If you see a fire that may be out of control, notify the nearest Forest Ranger, R.C.M.P., or Municipal Office.

Everyone Loses When Forests Burn

PREVENT FOREST FIRES
KEEP ALBERTA GREEN
THE PROVINCE OF ALBERTA
DEPARTMENT OF LANDS AND FORESTS
E. S. HUESTIS, Director of Forestry

Old Vienna Lager Beer, a product of O'Keefe Brewing Co. Ltd., is now made in Alberta and available at local prices. After several months of research and development in the Bohemian Maid plant in Edmonton, this quality product will be produced to strict specifications supervised by O'Keefe Brewmasters. The O'Keefe Brewing Co. was founded in 1846 and is thus one of the oldest brewing companies in Canada. The Bohemian Maid Brewing Co. Ltd. joins with the O'Keefe Brewing Co. Ltd. to produce this beer and will continue to make Bohemian Maid Brands as well as Old Vienna Lager.

O'KEEFE BREWING CO. LTD.



... modern communications lace Alberta together

"Buying Alberta" Spurs Growth

Alberta is one of the most richly endowed places on earth. Its resources are vast and diversified. With very few exceptions, all the necessities of life are to be found within our borders.

It is strange, that, under these circumstances, we should be worried about a recession or, more drastically, a depression. In the beginning the pioneers found everything to meet their requirements within the province itself. These, of course, were the basic requirements of food, shelter, and clothing.

From the early days, agriculture was the basic industry, and our prosperity depended directly on it. If the farmer was prosperous, all our people shared that prosperity. If the farmer was not prosperous, that condition reflected on all the residents, rural and urban.

One year's crop failure could plunge the province, and in fact the whole country, into gloom. Where the success of a region depends on one industry, this is to be expected and it is an unhappy situation. This is not peculiar to Alberta, alone.

The answer to this problem of economic stability, lies in diversified industries. This includes all branches of manufacturing in all industries. With the trend to urbanization, with more and more people moving to the cities and larger towns, it becomes necessary to provide a means of livelihood for them.

We must make them taxpayers instead of tax benefit recipients. They must be, and want to be, independent and useful citizens.

The way to accomplish this objective is to provide jobs for them; the way to provide jobs is to establish and support local manufacturing industries and services.

Approximately one dollar out of four spent on manufactured goods goes into salaries or wages for the worker. This means that every four families will support the family of one worker by their purchases. The crucial point is this. Do you wish to suport a family in Alberta, in Canada, or in Japan, China, West Germany or any other foreign country.

The money spent for foreign imports leaves the country to be of no immediate use to Canadian workers, Canadian economy and to you. The support of Alberta families is definitely our concern. It determines the future conditions under which we shall live and the provision of gainful occupation for future generations of Canadians, our own children included.

Alberta manufactures a tremendous variety of the products we use from "day-to-day" and from "year-to-year". Right at home we have such products available as salt, sugar, cereals, flour, vegetable oils, canned vegetables, dairy products, canned and fresh meats, fish, margarine, condensed milk, potato chips, produce, plywood, plastic pipe, cement, iron pipe, insulation, fibreglass, oil and gasoline, sulphuric acid, asphalt, building supplies, nails, explosives, fertilizers, paper products, pulp, shoes, boots, lighting fixtures, tires, furniture, clothing and many others.

By spending our money on these "home made" goods we put our money directly back into circulation, giving buying power and living power to ourselves and our neighbors. This money is re-invested in Alberta; its resources, industries, and, above all, in its people. The need for seeking "outside" capital for business would be reduced if we kept the billions we spend on foreign imports home to work for us.

It is to our perpetual advantage and benefit to consider carefully even the smallest purchase. Do not be misled by the "false economy" of a cheap price tag. The article you buy under such circumstances may be a very costly investment. It is your choice when buying to ensure the prosperity of a resident of Japan, China, Germany, Italy or any other foreign country, or to place that prosperous future in the hands of your own children, their friends and neighbors. The vote is for you to cast. Do it carefully. Think it over and "Buy Alberta".

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PALLISTER
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Spoons - Wigglers

The spoon with the different action. The wiggler with the wickedest wiggle. Made from highest quality materials.

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FOR ALL SPECIES OF GAME FISH

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VERSATILE PRODUCT

Polythene film, made in Alberta, is another plastic form with a thousand applications. Made in wide sheets, both clear and opaque, it may be used for the construction industry as "Bubble Tents" to enclose buildings and to allow construction to continue in spite of below zero weather conditions.

In the buildings themselves, it forms a perfect, almost indestructible, vapour barrier between the inside and outside walls. Placed around the exterior of a concrete foundation, the earth may be replaced and the polythene film prevents moisture from affecting the cement.

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from Lacombe Nurseries...
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Industrial Outlook Bright

Today the opportunity for the establishment of secondary industries to serve local markets in Alberta is excellent. Forecasts indicate the economic climate of Alberta up to 1975 and beyond will be favorable to industrial growth.

By 1975, Alberta will have a population of two million, almost double that of today. The four western provinces will be approaching the six million population mark.

Alberta will play an increasingly important role as the centre of manufacturing in the West. The resources of Alberta will allow the establishment of industries that can produce at low cost to supply prairie markets, the rest of Canada and many parts of the world.

The opportunity for the establishment of secondary industries to serve local markets is excellent. Manufacturing will continue to develop with the establishment of an increasing number of industries in these fields: food and beverages, products of petroleum and coal, wood products, iron and steel products, non-metallic mineral products, chemicals and allied products, transportation equipment, printing, publishing and allied trades, pulp and paper products, clothing, textiles, non-ferrous metal products, electrical apparatus and supplies, and plastics. Nearly all of these industries have and will continue to establish themselves to serve local markets.

In the foods and beverages industry there is a profitable outlet for margarine manufactured from local edible oils and prepared mustard. The world's most important mustard producing region is in the Lethbridge area of the province. At present distilled liquors are produced by one firm, yet Alberta is a major grain and sugar producing area.

There is much room for expansion in the foods industry, particularly frozen vegetables, canned baby foods, soups and sandwich spreads. At present, the canned foods industry exports 50 percent of its production, but there is no reason to feel this could not be upped.

There is a great scope for the manufacture of breakfast foods in the province. Of the two million dollars that goes into purchases of this product, only $150,000 goes to two Alberta manufacturers.

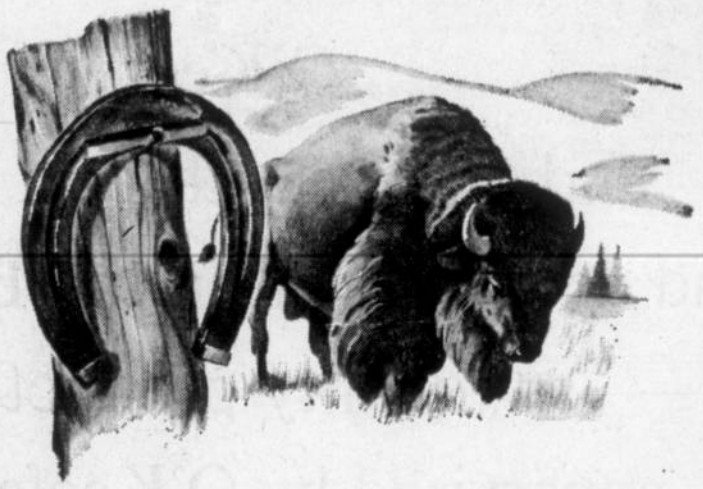
Canned milk, cake and dough mixes, canned meat, potato starch and flour industries may profitably establish in Alberta in the next decade.

The province is self-sufficient in, and a large exporter of petroleum and coal products. There is little doubt that more refineries, gasoline absorption plants and gas desulphurization plants will be established.

A steel industry using indigenous ores may be started in the province, opening the door for coke production from available coal resources. Alberta's coal also presents excellent possibilities for manufacturing activated carbon, artificial graphite and carbon explosives.

There is a growing market for furniture and plywood manufacturing using the province's own timber and wood products. This market at the present is valued at nearly $20 million to firms outside the province's borders.

"Pride of Alberta" since 1892



The Horseshoe and the Buffalo...

The Horseshoe and Buffalo — chosen as the trade-mark of the Calgary Brewing and Malting Co. Ltd. when it pioneered in the West over 70 years ago — has acquired added significance during those years: Today the Horseshoe and Buffalo — besides being characteristic of the West — is also proudly known as the symbol of the most respected name in refreshment.

CALGARY
GINGER ALE

CALGARY BREWING & MALTING CO. LTD.
CALGARY EDMONTON

Hinton: Alberta's First Pulp Mill

North Western Pulp & Power Ltd. is the first pulp mill in Alberta. Owned jointly by St. Regis Paper Company (Canada) Ltd. and North Canadian Oils Ltd., North Western is operated by St. Regis, which also controls and sell the output. Located on the banks of the Athabasca River, 20 miles east of beautiful Jasper National Park and the Canadian Rockies, this ultra-modern plant is equipped to turn out 150,000 tons annually of the whitest and strongest pulp made—ALBERTA HI-BRITE.

To ensure a perpetual wood supply, North Western has leased roughly 2,000,000 acres of woodlands from the Province of Alberta and now has an option to lease an additional 2,000,000 acres in the event of future expansion.

In planning for the perpetuation and conservation of this vast area, North Western's highly skilled foresters use the most modern techniques known to assist nature in preserving the timber growth and beauty of this entire region for future generations.

Intensive growth studies are in progress, and aerial photos are used by the foresters to construct maps and establish timber volumes, locations and bush camps and roads; and to assist in timber cruising projects, and in the host of other functions so essential to the efficient conduct of North Western's huge woodlands operation.

Roads and camps must be built; trees must be felled, trimmed, cut into 100-inch lengths, stacked, measured and hauled to the woodyard, under supervision of the Woodlands Department, to furnish most of the 300,000 cords of Lodge pole, pine and White Spruce needed annually.

Settlers and private contractors supply the remainder, thus providing additional income to North Western's neighboring tree farmers and haulers.

North Western Pulp & Power Ltd. has one of the most if not the most — comprehensive planned reforestation programs in the Dominion of Canada. Generally speaking, a perpetual supply of pulpwood is insured by taking no more than that which equals the natural annual growth in the pulpwod lease.

By leaving strips or blocks of parent trees adjacent to cut-over areas, and by proper seed bed preparation, natural propagation is used to re-seed the areas. The parent tree blocks are situated strategically in relation to wind direction, topography etc. The company employs a number of timber cruisers who carry on a continous forest inventory.

All of the pulpwood is hauled by truck from the woods to the mill. Upon arrival at the mill, the logs are mechanically barked in huge drums and then sliced into chips three-quarter inch by five - eighth inch. These chips are cooked or "digested" under pressure and heat and with chemicals.

The ensuing brown, mushy, pulp called "brown stock" is then put through a process of screening, washing and re-screening until the small uncooked bits, and pieces of foreign matter are taken out. The washed brown stock is then put through a six stage bleaching sequence until it is snow white or "the whitest white you've ever seen."

It is again washed, screened and put over an endless woven wire cloth, at a consistency of 99 per cent water. The water falls through the mesh into a pit, and the drained pulp forms itself into a mat. The newly-formed sheet, supported by huge felts, goes through three presses and over two steam dryer rolls.

By that time, it is strong enough to hold its own weight, and it continues on through another 66 steam dryer cylinders. The sheet is then cut into five 30" by 32" squares which are stacked in 500 lb. bales. The bales are put through a thousand ton baling press which presses the bales to 18" in height.

The bales are weighed, wrapped, tied with wire, and they then travel on a belt to the warehouse. Most of this operation is done through electronic automation.

North Western Pulp & Power Ltd. does not manufacture paper. The pulp, which is of a very high grade, is sold through the sales force of one of the parent companies, St. Regis Paper Company, to paper companies who use it in the manufacture of specialty papers.



. . . An Alberta First: The big pulp mill at Hinton



. . . modern camps house woods crews

Our Other Oil Industry

Many volumes have been written about Alberta "Oil" Industry. The importance of the petroleum industry in the province cannot be overestimated, but not to be overlooked is Alberta's other, though smaller, oil industry. This is the "Vegetable Oil" industry.

This comparatively new multi-million dollar business is concentrated, for the most part, in southern Alberta. In this region, with its millions of irrigated acres, the setting is right for the development of the growing of oil seed crops. Even where irrigation is not available, oil seed crops suffer less from drought than do cereal and other grain crops.

The three most prominent names in this crop list at present are Sunflower seed, mustard seed and rapeseed. The increase in acreage for the Sunflower crop this year is expected to exceed 300%, bringing the acreage figure to some 25,000 to 30,000 acres.

Mustard seed has been raised mostly for condiments but is now being processed for vegetable oil for which a market has been found in Japan.

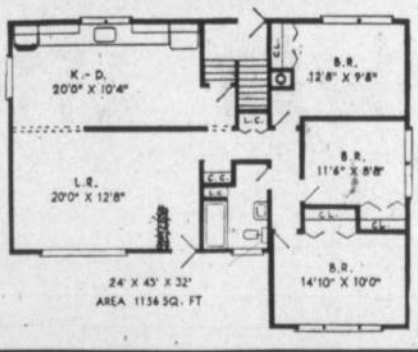
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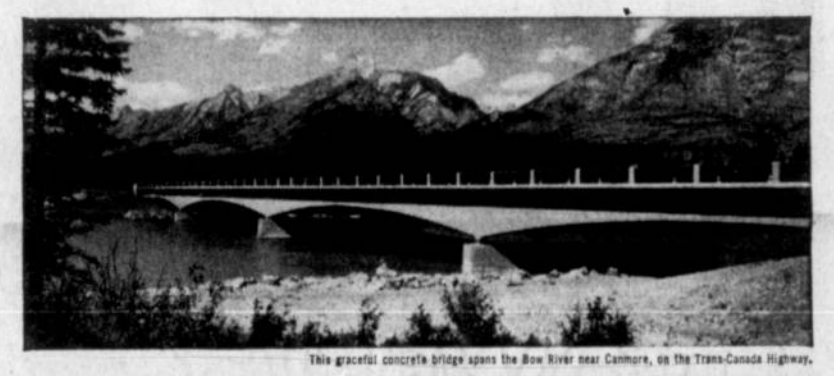
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All through the province enduring, low-cost concrete is being used more and more in structures like these—homes and churches, bridges and pavements, shops and schools. Canada Cement is the quality product of a Canadian company...made right here in Alberta.


This graceful concrete bridge spans the Bow River near Canmore, on the Trans-Canada Highway.

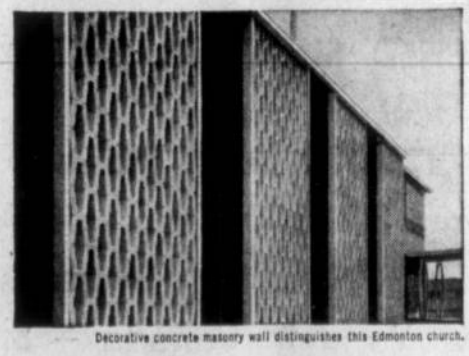

This 12"-thick concrete apron is built to take pounding of jet liners at new terminal at Nisku.


Alberta's oil industry chooses Canada Oil-Well Cements for year-round operations.



Concrete masonry carries out modern design of this Edmonton shopping centre.


Attractive new Lethbridge home of concrete masonry construction.


Decorative concrete masonry wall distinguishes this Edmonton church.

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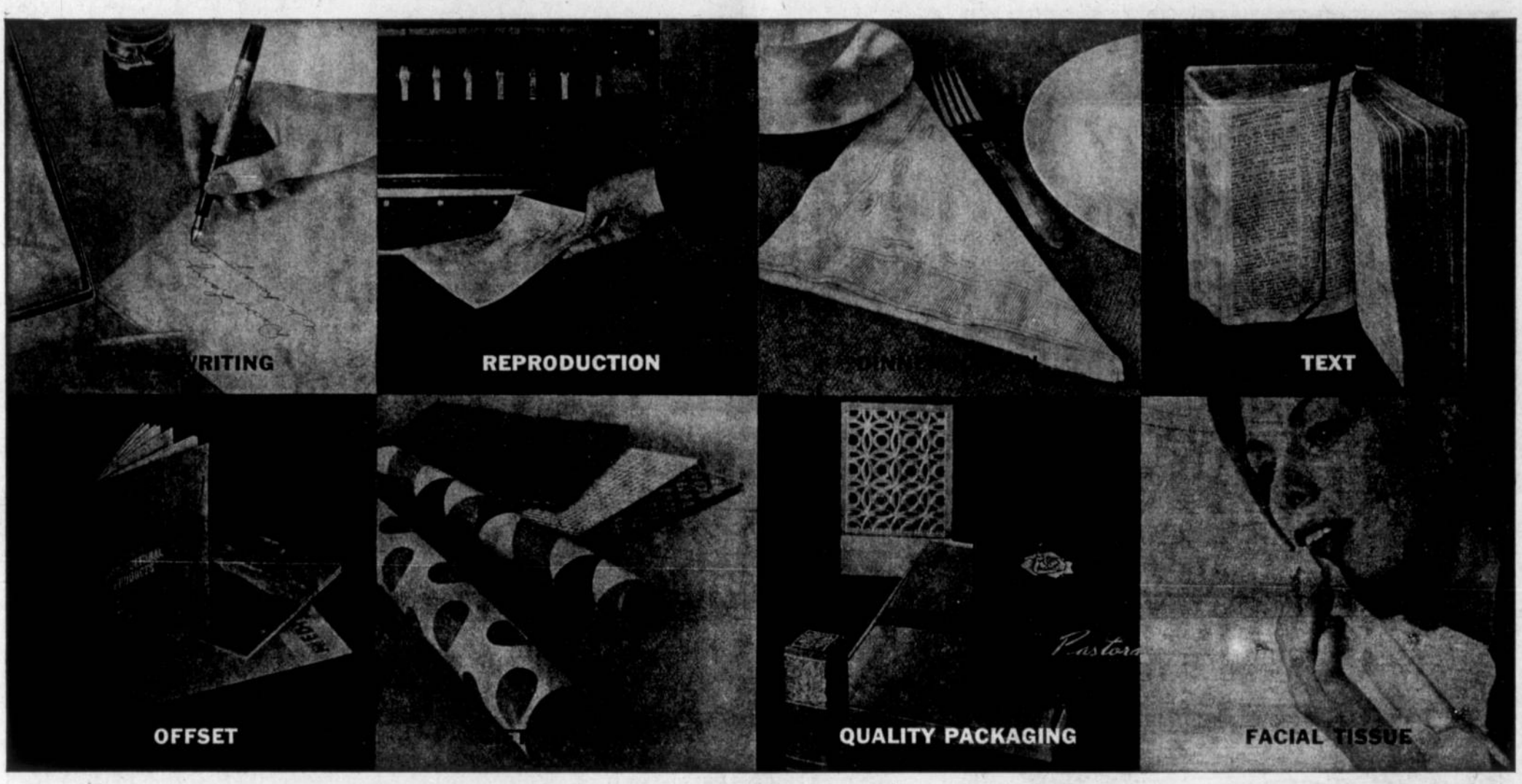


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